

CORNWALL COUNCIL
CORNWALL RETAIL STUDY

Technical Annex 2

Trend Growth Scenario

Population

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	35,421	36,216	36,772	37,273	688	2.0	1,483	4.3	2,039	5.870498	2,540	7.31293
2	hayle & st ives	12,644	12,988	13,367	13,559	13,778	344	2.7	723	5.7	915	7.239007	1,134	8.966308
3	hayle & st ives	20,088	20,891	21,774	22,224	22,733	803	4.0	1,686	8.4	2,136	10.63172	2,645	13.16856
4	helston	29,796	30,314	30,913	31,178	31,559	518	1.7	1,117	3.7	1,382	4.638206	1,763	5.916902
5	falmouth	38,715	39,569	40,739	41,502	42,436	854	2.2	2,024	5.2	2,787	7.19876	3,721	9.611262
6	camborne & redruth	25,353	25,629	25,946	25,992	26,280	276	1.1	593	2.3	639	2.520412	927	3.655189
7	camborne & redruth	13,653	13,929	14,246	14,292	14,580	276	2.0	593	4.3	639	4.68029	927	6.787519
8	camborne & redruth	11,776	12,052	12,369	12,415	12,703	276	2.3	593	5.0	639	5.426291	927	7.869395
9	camborne & redruth	19,762	19,854	19,960	19,975	20,071	92	0.5	198	1.0	213	1.077826	309	1.563101
10	truro	28,885	29,774	30,819	31,259	32,002	889	3.1	1,934	6.7	2,374	8.217414	3,117	10.79038
11	st agnes	12,095	12,671	13,418	13,807	14,355	576	4.8	1,323	10.9	1,712	14.15461	2,260	18.68541
12	truro	10,253	10,475	10,737	10,846	11,032	222	2.2	484	4.7	593	5.787574	779	7.599727
13	newquay	37,237	38,524	40,331	41,414	42,579	1,287	3.5	3,094	8.3	4,177	11.21734	5,342	14.34595
14	china clay / st austell	51879	54,542	57,830	59,879	61,971	2,663	5.1	5,951	11.5	8,000	15.4205	10,092	19.45296
15	st blazey	18938	19,414	20,177	20,491	20,966	476	2.5	1,239	6.5	1,553	8.200444	2,028	10.70863
16	bodmin	24201	24,793	25,638	26,223	26,872	592	2.4	1,437	5.9	2,022	8.355027	2,671	11.03673
17	wadebridge	20401	21,097	22,197	22,656	23,291	696	3.4	1,796	8.8	2,255	11.05338	2,890	14.16597
18	liskeard	32536	33,191	33,775	34,025	34,392	655	2.0	1,239	3.8	1,489	4.576469	1,856	5.70445
19	saltash	36732	37,095	37,994	38,479	38,909	363	1.0	1,262	3.4	1,747	4.756071	2,177	5.926712
20	callington	14789	15,243	15,997	16,461	16,993	454	3.1	1,208	8.2	1,672	11.3057	2,204	14.90297
21	launceston	20380	20,864	21,764	22,234	22,860	484	2.4	1,384	6.8	1,854	9.097154	2,480	12.16879
22	camelford	8892	9,431	10,141	10,606	11,122	539	6.1	1,249	14.0	1,714	19.27575	2,230	25.07872
23	bude	26135	26,660	27,291	27,583	27,934	525	2.0	1,156	4.4	1,448	5.540463	1,799	6.88349
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	893,508	931,809	952,948	976,670	26,156	3.0	64,457	7.4	85,596	9.868658	109,318	12.60365

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

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

A: CONVENIENCE GOODS

ZONE	2009	2014	2021	2026
study area	1713	1747	1829	1894

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2009	2014	2021	2026
study area	535	596	758	908

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2009	2014	2021	2026
study area	292	325	413	495

D: DIY & DECORATING GOODS

ZONE	2009	2014	2021	2026
study area	333	370	471	565

Notes:

convenience expenditure excludes 5.1% for special forms of trading and an increase
comparison expenditure excludes 11.3% for special forms of trading and an increase
2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

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

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%

2007 PRICES

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

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

A: CONVENIENCE GOODS

ZONE	2009	2014	2021	2026
1	59.5	61.9	66.2	69.6
2	21.7	22.7	24.4	25.7
3	34.4	36.5	39.8	42.1
4	51.0	52.9	56.5	59.0
5	66.3	69.1	74.5	78.6
6	43.4	44.8	47.4	49.2
7	23.4	24.3	26.0	27.1
8	20.2	21.1	22.6	23.5
9	33.9	34.7	36.5	37.8
10	49.5	52.0	56.4	59.2
11	20.7	22.1	24.5	26.1
12	17.6	18.3	19.6	20.5
13	63.8	67.3	73.8	78.4
14	88.9	95.3	105.7	113.4
15	32.4	33.9	36.9	38.8
16	41.5	43.3	46.9	49.7
17	34.9	36.8	40.6	42.9
18	55.7	58.0	61.8	64.4
19	62.9	64.8	69.5	72.9
20	25.3	26.6	29.3	31.2
21	34.9	36.4	39.8	42.1
22	15.2	16.5	18.5	20.1
23	44.8	46.6	49.9	52.2
24	454.5	479.1	529.4	563.2
25	48.2	51.3	57.4	62.3
26	41.2	44.3	49.9	54.5
TOTAL	1485.8	1560.7	1703.9	1804.4

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	21.1	27.4	33.4	40.6
2	6.8	7.7	10.1	12.3	15.0
3	10.8	12.5	16.5	20.2	24.8
4	15.9	18.1	23.4	28.3	34.4
5	20.7	23.6	30.9	37.7	46.2
6	13.6	15.3	19.7	23.6	28.6
7	7.3	8.3	10.8	13.0	15.9
8	6.3	7.2	9.4	11.3	13.8
9	10.6	11.8	15.1	18.1	21.9
10	15.5	17.7	23.3	28.4	34.9
11	6.5	7.6	10.2	12.5	15.6
12	5.5	6.2	8.1	9.9	12.0
13	19.9	23.0	30.6	37.6	46.4
14	27.8	32.5	43.8	54.4	67.5
15	10.1	11.6	15.3	18.6	22.8
16	13.0	14.8	19.4	23.8	29.3
17	10.9	12.6	16.8	20.6	25.4
18	17.4	19.8	25.6	30.9	37.5
19	19.7	22.1	28.8	35.0	42.4
20	7.9	9.1	12.1	15.0	18.5
21	10.9	12.4	16.5	20.2	24.9
22	4.8	5.6	7.7	9.6	12.1
23	14.0	15.9	20.7	25.1	30.4
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	532.5	705.9	865.7	1064.0

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	11.5	14.9	18.2	22.1
2	3.7	4.2	5.5	6.7	8.2
3	5.9	6.8	9.0	11.0	13.5
4	8.7	9.8	12.8	15.4	18.7
5	11.3	12.8	16.8	20.5	25.2
6	7.4	8.3	10.7	12.9	15.6
7	4.0	4.5	5.9	7.1	8.7
8	3.4	3.9	5.1	6.1	7.5
9	5.8	6.4	8.2	9.9	11.9
10	8.4	9.7	12.7	15.5	19.0
11	3.5	4.1	5.5	6.8	8.5
12	3.0	3.4	4.4	5.4	6.5
13	10.9	12.5	16.6	20.5	25.3
14	15.1	17.7	23.9	29.6	36.8
15	5.5	6.3	8.3	10.1	12.4
16	7.1	8.1	10.6	13.0	15.9
17	5.9	6.9	9.2	11.2	13.8
18	9.5	10.8	13.9	16.8	20.4
19	10.7	12.0	15.7	19.0	23.1
20	4.3	4.9	6.6	8.1	10.1
21	5.9	6.8	9.0	11.0	13.6
22	2.6	3.1	4.2	5.2	6.6
23	7.6	8.7	11.3	13.7	16.6
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	290.1	384.6	471.6	579.7

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	13.1	17.1	20.8	25.2
2	4.2	4.8	6.3	7.7	9.3
3	6.7	7.7	10.3	12.5	15.4
4	9.9	11.2	14.6	17.6	21.4
5	12.9	14.7	19.2	23.4	28.7
6	8.4	9.5	12.2	14.7	17.8
7	4.5	5.2	6.7	8.1	9.9
8	3.9	4.5	5.8	7.0	8.6
9	6.6	7.4	9.4	11.3	13.6
10	9.6	11.0	14.5	17.7	21.7
11	4.0	4.7	6.3	7.8	9.7
12	3.4	3.9	5.1	6.1	7.5
13	12.4	14.3	19.0	23.4	28.8
14	17.3	20.2	27.2	33.8	42.0
15	6.3	7.2	9.5	11.6	14.2
16	8.1	9.2	12.1	14.8	18.2
17	6.8	7.8	10.5	12.8	15.8
18	10.8	12.3	15.9	19.2	23.3
19	12.2	13.7	17.9	21.7	26.3
20	4.9	5.6	7.5	9.3	11.5
21	6.8	7.7	10.2	12.6	15.5
22	3.0	3.5	4.8	6.0	7.5
23	8.7	9.9	12.9	15.6	18.9
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	331.0	438.8	538.1	661.4

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	4.4	5.7	7.0	8.5
2	1.4	1.6	2.1	2.6	3.1
3	2.2	2.6	3.4	4.2	5.2
4	3.3	3.8	4.9	5.9	7.2
5	4.3	4.9	6.4	7.9	9.6
6	2.8	3.2	4.1	4.9	6.0
7	1.5	1.7	2.2	2.7	3.3
8	1.3	1.5	2.0	2.3	2.9
9	2.2	2.5	3.1	3.8	4.6
10	3.2	3.7	4.9	5.9	7.3
11	1.3	1.6	2.1	2.6	3.3
12	1.1	1.3	1.7	2.1	2.5
13	4.1	4.8	6.4	7.8	9.7
14	5.8	6.8	9.1	11.3	14.1
15	2.1	2.4	3.2	3.9	4.8
16	2.7	3.1	4.0	5.0	6.1
17	2.3	2.6	3.5	4.3	5.3
18	3.6	4.1	5.3	6.4	7.8
19	4.1	4.6	6.0	7.3	8.8
20	1.6	1.9	2.5	3.1	3.9
21	2.3	2.6	3.4	4.2	5.2
22	1.0	1.2	1.6	2.0	2.5
23	2.9	3.3	4.3	5.2	6.3
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	110.9	147.0	180.3	221.6

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	14.7	19.2	23.3	28.4
2	4.7	5.4	7.1	8.6	10.5
3	7.5	8.7	11.5	14.1	17.3
4	11.1	12.6	16.4	19.8	24.0
5	14.5	16.5	21.6	26.3	32.3
6	9.5	10.7	13.7	16.5	20.0
7	5.1	5.8	7.5	9.1	11.1
8	4.4	5.0	6.5	7.9	9.7
9	7.4	8.3	10.6	12.7	15.3
10	10.8	12.4	16.3	19.8	24.4
11	4.5	5.3	7.1	8.8	10.9
12	3.8	4.4	5.7	6.9	8.4
13	13.9	16.0	21.3	26.3	32.4
14	19.4	22.7	30.6	38.0	47.2
15	7.1	8.1	10.7	13.0	16.0
16	9.0	10.3	13.6	16.6	20.4
17	7.6	8.8	11.7	14.4	17.7
18	12.2	13.8	17.9	21.6	26.2
19	13.7	15.4	20.1	24.4	29.6
20	5.5	6.3	8.5	10.4	12.9
21	7.6	8.7	11.5	14.1	17.4
22	3.3	3.9	5.4	6.7	8.5
23	9.8	11.1	14.4	17.5	21.3
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	372.0	493.1	604.7	743.2

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	20.3	26.4	32.2	39.1
2	6.5	7.5	9.8	11.9	14.5
3	10.4	12.0	15.9	19.4	23.9
4	15.4	17.4	22.6	27.3	33.1
5	20.0	22.7	29.7	36.3	44.5
6	13.1	14.7	18.9	22.7	27.6
7	7.0	8.0	10.4	12.5	15.3
8	6.1	6.9	9.0	10.9	13.3
9	10.2	11.4	14.6	17.5	21.1
10	14.9	17.1	22.5	27.3	33.6
11	6.2	7.3	9.8	12.1	15.1
12	5.3	6.0	7.8	9.5	11.6
13	19.2	22.1	29.4	36.2	44.7
14	26.7	31.3	42.2	52.4	65.0
15	9.8	11.1	14.7	17.9	22.0
16	12.5	14.2	18.7	22.9	28.2
17	10.5	12.1	16.2	19.8	24.4
18	16.8	19.1	24.6	29.8	36.1
19	18.9	21.3	27.7	33.7	40.8
20	7.6	8.7	11.7	14.4	17.8
21	10.5	12.0	15.9	19.5	24.0
22	4.6	5.4	7.4	9.3	11.7
23	13.5	15.3	19.9	24.1	29.3
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	512.9	679.8	833.8	1024.7

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	17.9	23.3	28.3	34.5
2	5.7	6.6	8.6	10.5	12.7
3	9.1	10.6	14.0	17.1	21.0
4	13.5	15.3	19.9	24.0	29.2
5	17.6	20.0	26.2	32.0	39.2
6	11.5	13.0	16.7	20.0	24.3
7	6.2	7.0	9.2	11.0	13.5
8	5.3	6.1	7.9	9.6	11.7
9	9.0	10.0	12.8	15.4	18.6
10	13.1	15.1	19.8	24.1	29.6
11	5.5	6.4	8.6	10.6	13.3
12	4.7	5.3	6.9	8.4	10.2
13	16.9	19.5	25.9	31.9	39.4
14	23.6	27.6	37.2	46.2	57.3
15	8.6	9.8	13.0	15.8	19.4
16	11.0	12.5	16.5	20.2	24.8
17	9.3	10.7	14.3	17.5	21.5
18	14.8	16.8	21.7	26.2	31.8
19	16.7	18.8	24.4	29.7	36.0
20	6.7	7.7	10.3	12.7	15.7
21	9.3	10.6	14.0	17.1	21.1
22	4.0	4.8	6.5	8.2	10.3
23	11.9	13.5	17.5	21.3	25.8
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	451.8	598.9	734.5	902.7

Notes:

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

TABLE 5F: TURNOVER OF TOP-UP FOOD CONVENIENCE FACILITIES IN CORNWALL (2021)

STORE / CENTRE	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 & PENRYN	0.0	0.0	0.0	0.7	18.6	0.0	0.0	0.2	0.8	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	21.1
Asda, Penryn	0.0	0.0	0.0	0.7	4.2	0.0	0.0	0.2	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	5.9	
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	5.7	0.0	0.0	0.1	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	6.0	
Co-op, Ponsharden, Falmouth	0.0	0.0	0.0	0.0	1.2	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	0.2	0.0	0.0	1.7	
Iceland, Berkeley Vale, Falmouth	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	0.0	0.0	0.0	0.0	1.5	
Marks & Spencer, Falmouth	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	0.0	0.0	0.0	1.0	
Other	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	4.9	
PENZANCE	16.8	0.7	2.6	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.1	
Tesco, Penzance	2.6	0.1	0.8	0.0	0.0	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	4.1	
Safeway / Morrisons, Penzance	2.2	0.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	
Co-op, Penzance	5.3	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	
Lidl, Penzance	0.9	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	1.0	
Iceland, Wharfside, Penzance	1.2	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	1.3	
Other	4.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	
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	0.1	2.0	0.0	1.6	0.0	3.8	
Co-op, 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	1.7	0.0	1.6	0.0	3.5	
Other stores in 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	0.3	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	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	
Somerfield, 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	0.8	
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	
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	0.2	0.5	4.8	0.0	0.0	0.0	0.0	0.0	5.6	
Co-op, New Road, 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	3.3	0.0	0.0	0.0	0.0	0.0	3.6	
Pioneer, 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	
Spar, Fore Street, 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	1.2	0.0	0.0	0.0	0.0	0.0	1.2	
Other stores in 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	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.8	
LISKEARD	0.0	0.0	0.0	0.3	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	12.4	1.3	0.3	0.1	0.0	0.0	1.6	0.0	16.4	
Morrisons, 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	0.0	0.0	0.0	0.0	0.0	7.2	1.0	0.2	0.0	0.0	0.0	1.6	0.0	10.4	
Somerfield, 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	1.9	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.0	
Other	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	3.3	0.3	0.2	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	0.2	0.4	0.0	1.0	7.5	0.0	0.0	0.0	0.0	0.8	0.0	3.3	0.0	0.0	13.1	
Tesco, Wadebridge	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	0.0	0.4	1.7	0.0	0.0	0.0	0.0	0.3	0.0	1.6	0.0	0.0	4.0	
Co-op, Wadebridge	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	3.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.8	
Lidl, 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	0.4	0.0	0.2	0.8	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.8	
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	3.5	
HELSTON	0.0	0.0	0.4	11.5	0.6	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	0.2	0.0	0.0	0.0	13.3	
Tesco, Helston	0.0	0.0	0.1	5.8	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	0.0	0.0	0.0	6.9	
Somerfield, Helston	0.0	0.0	0.1	2.5	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	0.2	0.0	0.0	0.0	3.0	
Lidl, Helston	0.0	0.0	0.1	2.5	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	0.0	0.0	2.8	
Other	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	0.7	
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.5	0.6	0.6	13.2	7.5	6.2	6.5	0.3	0.4	0.0	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.7	
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.1	0.0	5.8	0.1	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	6.7	
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.3	0.2	1.3	2.8	1.3	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	6.2	
Tesco Extra, Pool	0.0	0.0	0.3	0.1	0.0	0.8	1.1	0.2	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	3.4	
Morrisons, Pool	0.0	0.0	0.1	0.1	0.0	1.3	2.1	0.6	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	5.3	
Aldi, Church Street, Camborne	0.0	0.0	0.3	0.0	0.0	1.3	0.1	0.1	0.3	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	2.4	
Lidl, Camborne	0.0	0.0	0.1	0.0	0.0	0.7	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	1.5	
Iceland, Treloar Warren Street, Camborne	0.0	0.0	0.0	0.0	0.0	2.3	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	2.4	
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.3	0.9	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	2.6	
Other	0.0	0.0	0.3	0.1	0.3	0.8	2.2	1.6	1.1	0.3	0.1	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	7.2	
NEWQUAY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	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	14.3	
Safeway / Morrisons, Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	5.7	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	6.1	
Somerfield, Fore Street, Newquay	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	
Co-op, Oakleigh Terrace, Newquay	0.0	0.0	0.0	0.0	0.0																						

TABLE 5H: TURNOVER OF TOP-UP FOOD CONVENIENCE FACILITIES IN CORNWALL (2026)

STORE / CENTRE	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 & PENRYN	0.0	0.0	0.0	0.8	19.6	0.0	0.0	0.3	0.8	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	0.2	0.0	0.0	0.0	22.3
Asda, Penryn	0.0	0.0	0.0	0.8	4.4	0.0	0.0	0.2	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	6.2	
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.1	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	6.4	
Co-op, Ponswarden, Falmouth	0.0	0.0	0.0	0.0	1.3	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	0.2	0.0	0.0	1.8	
Iceland, Berkeley Vale, Falmouth	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	0.0	0.0	0.0	1.6	
Marks & Spencer, Falmouth	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
Other	0.0	0.0	0.0	0.0	5.2	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	5.2	
PENZANCE	17.7	0.7	2.8	0.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	22.2	
Tesco, Penzance	2.8	0.1	0.9	0.0	0.0	0.0	0.0	0.0	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	4.4	
Safeway / Morrisons, Penzance	2.3	0.1	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	0.0	0.0	0.0	3.8	
Co-op, Penzance	5.6	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	6.3	
Lidl, Penzance	0.9	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	1.1	
Iceland, Wharfside, Penzance	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	
Other	4.8	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	0.0	0.0	0.0	0.0	0.0	5.3	
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	0.2	2.1	0.0	1.7	0.0	4.0	
Co-op, 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	0.2	1.8	0.0	1.7	0.0	3.7	
Other stores in 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	0.3	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	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	
Somerfield, 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	0.9	
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	0.5	5.2	0.0	0.0	0.0	0.0	0.0	5.9	
Co-op, New Road, 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	3.8	
Pioneer, 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	
Spar, Fore Street, 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	1.3	0.0	0.0	0.0	0.0	0.0	1.3	
Other stores in 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	0.2	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.8	
LISKEARD	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	12.9	1.4	0.3	0.2	0.0	0.0	1.7	0.0	17.2	
Morrisons, 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	0.0	0.0	0.0	7.5	1.1	0.2	0.0	0.0	0.0	1.7	0.0	10.9	
Somerfield, 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	1.9	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.1	
Other	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	3.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	4.2	
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	0.2	0.4	0.0	1.0	7.9	0.0	0.0	0.0	0.0	0.9	0.0	3.5	0.0	13.9	
Tesco, 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	1.8	0.0	0.0	0.0	0.0	0.3	0.0	1.7	0.0	4.3	
Co-op, 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	3.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	4.0		
Lidl, 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	0.4	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	1.9	
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	3.7		
HELSTON	0.0	0.0	0.4	12.0	0.6	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	0.2	0.0	0.0	0.0	13.9	
Tesco, Helston	0.0	0.0	0.1	6.1	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	0.0	0.0	0.0	7.2	
Somerfield, Helston	0.0	0.0	0.1	2.6	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	0.0	0.0	0.0	3.1	
Lidl, Helston	0.0	0.0	0.1	2.6	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	2.9	
Other	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	0.7	
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.6	0.6	0.6	13.7	7.8	6.4	6.7	0.3	0.5	0.0	0.0	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.2	
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.1	0.0	6.0	0.1	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	7.0	
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.3	0.2	1.4	2.9	1.4	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	6.4	
Tesco Extra, Pool	0.0	0.0	0.3	0.1	0.0	0.9	1.1	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	0.0	3.5	
Morrisons, Pool	0.0	0.0	0.1	0.1	0.0	1.4	2.2	0.6	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	5.5	
Aldi, Church Street, Camborne	0.0	0.0	0.3	0.0	0.0	1.4	0.1	0.1	0.3	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	2.5	
Lidl, Camborne	0.0	0.0	0.1	0.0	0.0	0.7	0.1	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	0.0	1.5	
Iceland, Trelowarren Street, Camborne	0.0	0.0	0.0	0.0	0.0	2.4	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	0.0	0.0	2.5	
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	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	2.7	
Other	0.0	0.0	0.3	0.1	0.3	0.8	2.3	1.7	1.1	0.3	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	7.5	
NEWQUAY	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	14.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.2	
Safeway / Morrisons, Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	6.1	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	
Somerfield, Fore Street, Newquay	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
Co-op, Oakleigh Terrace, Newquay	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											

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

TABLE 5J: TURNOVER OF TOP-UP FOOD CONVENIENCE FACILITIES IN CORNWALL (2031)

Table with 27 columns: STORE / CENTRE, ZONE (1-26), and TOTAL (£m). Rows list various retail centers such as Falmouth & Penryn, Penzance, Camelford, Looe, Callington, Liskeard, Wadebridge, Helston, Camborne, Pool & Redruth, Newquay, Launceston, Bodmin, Bude, St Austell, Saltash, St Ives, Hayle, Torpoint, Padstow, Truro, and Other.

Notes:

turnover of facilities calculated by applying market share to available expenditure

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%
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%	0.0%	0.6%	0.0%	16.3%	0.8%	0.0%	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%	0.9%	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%	0.0%	2.3%	3.1%	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%	
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 - TREND 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	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	0.0	2.0	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 - TREND 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	0.0	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	0.0	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 - TREND 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	1.0	10.6	0.3	0.0	0.2	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	14.0
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	0.6	7.3	3.0	0.6	0.1	0.4	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	12.7
Truro	2.8	3.0	2.9	8.9	6.7	6.5	3.9	4.0	7.0	12.7	5.4	4.4	12.8	16.2	4.0	4.3	5.9	1.0	0.1	0.0	0.5	2.1	0.3	1.5	0.2	0.1	117.0
Penzance	12.1	1.8	3.4	0.6	0.1	0.7	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	19.2
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	4.0	0.2	0.2	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.2	6.1
Camborne	0.0	0.0	0.8	0.4	0.0	2.8	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	0.7	0.0	0.0	5.5
Hayle	0.9	0.6	1.3	0.6	0.0	0.8	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	4.5	
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	0.3	2.5	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	3.5
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	0.5	2.0	0.0	0.9	0.0	0.1	0.1	3.9
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	1.0	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	0.0	2.0
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	0.1	0.0	2.4	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.7
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	2.3	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	2.5
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	0.1	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	0.4	0.2	0.0	0.0	0.0	0.7	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	0.1	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	0.9
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	0.2	0.3	0.1	0.2	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	1.5
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	2.3	0.0	0.0	0.2	2.5
Helston	0.0	0.0	0.1	1.7	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	2.2
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	0.1	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 - TREND 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	0.0	1.3	2.3	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	6.5
St Austell	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	2.6	0.5	0.3	0.0	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	5.2
Truro	3.0	0.7	1.1	1.3	3.0	0.9	0.7	0.5	0.7	0.8	0.3	0.5	2.2	2.7	1.3	1.4	1.2	1.1	0.6	0.4	0.3	0.2	0.1	3.3	0.1	0.0	28.5
Penzance	1.2	0.5	0.8	0.7	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	0.0	4.4
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	0.2	0.1	0.8	0.2	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	2.0
Camborne	0.0	0.1	0.3	0.0	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	1.7
Hayle	0.6	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	3.6
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	0.1	0.4	0.8	0.1	0.0	0.0	0.0	0.3	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	0.0	0.0	0.1	0.0	0.2	1.0	0.1	0.3	0.0	0.1	0.0	1.8
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	0.0	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	1.0	0.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	1.6
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	1.5	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	1.8
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	0.1	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	0.0	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	0.0	0.0	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	0.7
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	0.8	0.0	0.0	0.0	0.9
Helston	0.1	0.0	0.0	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	0.8
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	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	1.3	13.9	0.4	0.0	0.3	1.5	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	18.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	9.8	4.0	0.8	0.1	0.5	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	16.9
Truro	3.6	3.9	3.8	11.5	8.7	8.4	5.1	5.2	9.0	16.7	7.3	5.7	17.0	21.8	5.3	5.6	7.9	1.2	0.2	0.0	0.7	2.8	0.4	2.0	0.3	0.1	154.2
Penzance	15.7	2.4	4.6	0.7	0.1	0.9	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	25.1
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	0.4	0.7	5.3	0.3	0.3	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.3	8.0
Camborne	0.0	0.0	1.1	0.5	0.0	3.6	0.3	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	1.0	0.0	0.0	7.2	
Hayle	1.2	0.8	1.7	0.7	0.0	1.0	0.2	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	5.9	
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	0.4	3.4	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	4.7	
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	0.7	2.7	0.0	1.2	0.0	0.1	5.2	
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	1.3	0.7	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	2.6	
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	0.1	0.0	3.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.5	
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	3.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	
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	0.2	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	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	
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	0.3	
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	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	0.3	
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	0.2	0.4	0.1	0.3	0.9	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	1.9	
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	0.0	0.0	3.0	0.0	0.3	3.3	
Helston	0.0	0.0	0.1	2.2	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	2.8	
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	1.1	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	1.7	3.0	0.5	0.4	0.3	1.3	1.0	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	8.4
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	0.6	3.5	0.7	0.4	0.1	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	6.9
Truro	3.9	0.9	1.4	1.6	3.9	1.2	0.9	0.7	0.9	1.1	0.4	0.6	2.9	3.7	1.7	1.9	1.7	1.5	0.8	0.6	0.5	0.2	0.1	4.4	0.2	0.0	37.6
Penzance	1.5	0.7	1.1	0.9	0.0	0.8	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	5.8
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	0.3	0.1	1.1	0.3	0.4	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	2.6
Camborne	0.0	0.1	0.4	0.1	0.1	0.6	0.3	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	2.2	
Hayle	0.8	0.7	0.6	0.1	0.0	1.1	0.2	0.1	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	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	0.1	0.0	0.1	0.5	1.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	2.3
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	0.1	0.0	0.2	1.3	0.2	0.4	0.0	0.2	0.0	2.4
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4	0.3	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	1.4
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	0.0	0.0	1.3	0.3	0.2	0.0	0.1	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	0.1	0.1	0.0	2.0	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	2.4
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	0.0	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	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	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	0.1	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	0.1	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	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	0.1	0.2	1.0	0.0	0.0	0.0	1.2
Helston	0.1	0.0	0.1	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	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	0.0	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	1.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	1.6	17.0	0.5	0.0	0.4	1.8	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	22.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	12.2	4.9	0.9	0.1	0.6	0.0	0.0	0.3	0.6	0.0	0.0	0.0	0.0	20.9
Truro	4.4	4.7	4.6	13.9	10.7	10.1	6.2	6.3	10.8	20.3	8.9	6.9	21.0	27.1	6.5	6.9	9.6	1.5	0.2	0.0	0.8	3.6	0.5	2.4	0.4	0.2	188.4
Penzance	19.1	2.9	5.6	0.9	0.2	1.1	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	30.6
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	0.8	6.5	0.4	0.4	0.0	0.0	0.1	0.7	0.0	0.0	0.0	0.3	9.8
Camborne	0.0	0.0	1.4	0.6	0.0	4.4	0.4	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	1.2	0.0	0.0	8.7	
Hayle	1.4	0.9	2.0	0.9	0.0	1.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	7.1	
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	0.5	4.2	0.0	0.0	0.0	0.0	0.9	0.2	0.0	0.0	0.0	5.8	
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	0.4	0.0	0.9	3.3	0.0	1.4	0.0	0.2	6.3	
Redruth	0.0	0.0	0.1	0.0	0.2	0.0	1.5	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.1	0.0	3.8	0.2	0.0	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	0.1	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	
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	0.2	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	0.6	0.3	0.0	0.0	1.2	0.0	0.0	2.2	
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	0.2	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	0.3	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	0.4	
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	
Pool	0.0	0.0	0.3	0.4	0.2	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	0.0	0.0	0.0	0.0	0.0	2.3	
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	3.7	0.0	0.3	4.0	
Helston	0.0	0.0	0.1	2.7	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	3.4	
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	0.4	0.0	0.0	0.1	0.2	0.0	0.0	0.0	1.4	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	2.1	3.6	0.6	0.5	0.4	1.5	1.2	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	10.2
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	0.8	4.4	0.8	0.4	0.1	0.7	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	8.5
Truro	4.7	1.1	1.7	2.0	4.8	1.4	1.1	0.8	1.1	1.4	0.5	0.7	3.6	4.6	2.0	2.3	2.0	1.8	1.0	0.7	0.6	0.3	0.1	5.4	0.2	0.0	45.9
Penzance	1.8	0.8	1.3	1.0	0.0	1.0	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	7.0
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	1.3	0.4	0.5	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	3.2
Camborne	0.0	0.1	0.5	0.1	0.1	0.7	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	2.7	
Hayle	1.0	0.8	0.8	0.2	0.0	1.3	0.2	0.2	0.6	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	5.7
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	0.1	0.0	0.1	0.6	1.3	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	2.8
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	0.3	1.6	0.2	0.4	0.0	0.2	0.0	2.9
Redruth	0.0	0.0	0.0	0.2	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	1.7
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	0.1	0.0	0.1	0.0	0.0	1.6	0.3	0.3	0.0	0.1	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	0.1	0.1	0.0	2.5	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	2.9
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	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	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	0.1	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	0.5
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	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	0.3	0.2	0.2	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	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	0.1	0.2	1.2	0.0	0.0	0.0	1.5
Helston	0.1	0.0	0.1	0.9	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	1.3
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	1.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND 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	0.3	1.9	20.8	0.6	0.0	0.5	2.2	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	27.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.3	15.1	6.0	1.2	0.1	0.7	0.0	0.0	0.3	0.7	0.0	0.0	0.0	0.0	25.8
Truro	5.3	5.8	5.7	16.9	13.1	12.2	7.6	7.7	13.0	24.9	11.2	8.4	25.9	33.7	8.0	8.5	11.9	1.8	0.3	0.0	1.0	4.5	0.6	3.0	0.4	0.2	231.3
Penzance	23.2	3.5	6.9	1.1	0.2	1.3	0.1	0.1	0.2	0.2	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	37.3
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	0.6	1.0	8.0	0.5	0.4	0.0	0.0	0.2	0.9	0.0	0.0	0.0	0.4	12.1
Camborne	0.0	0.0	1.7	0.7	0.0	5.3	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	1.5	0.0	0.0	10.6
Hayle	1.7	1.1	2.5	1.1	0.0	1.5	0.4	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	8.7
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	0.6	5.1	0.0	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.0	7.1
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	0.4	0.0	1.1	4.1	0.0	1.7	0.0	0.2	0.2	7.8
Redruth	0.0	0.0	0.2	0.0	0.2	0.0	1.9	1.1	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	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	0.0	0.0	0.0	0.1	0.0	4.6	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.1
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	4.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
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	0.3	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	1.5	0.0	0.0	2.7
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	0.2	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	0.4	0.0	0.0	0.0	1.5	0.0	0.0	1.9
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	0.3	0.5	0.2	0.4	1.3	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	2.8
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	0.0	4.5	0.0	0.4	4.9
Helston	0.0	0.0	0.2	3.3	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	4.2
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	1.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

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	0.1	0.0	0.1	2.5	4.4	0.8	0.6	0.5	1.8	1.5	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	12.5
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	0.9	5.5	1.0	0.5	0.1	0.9	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	10.5
Truro	5.7	1.3	2.1	2.4	5.9	1.7	1.4	1.0	1.3	1.7	0.7	0.9	4.4	5.7	2.5	2.8	2.5	2.1	1.2	0.9	0.7	0.4	0.1	6.7	0.3	0.0	56.3
Penzance	2.2	1.0	1.6	1.3	0.0	1.2	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	0.0	8.5
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	1.6	0.4	0.6	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	3.9
Camborne	0.0	0.2	0.6	0.1	0.1	0.9	0.5	0.1	0.4	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	0.1	3.2
Hayle	1.2	1.0	1.0	0.2	0.0	1.6	0.3	0.2	0.7	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	0.0	7.0
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	0.8	1.6	0.2	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	3.5
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	0.4	2.0	0.3	0.5	0.0	0.3	0.0	3.6
Redruth	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.6	0.4	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	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	0.1	0.0	0.1	0.0	0.0	1.9	0.4	0.4	0.0	0.1	0.0	0.0	0.0	0.0	3.0
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	3.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.6
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	0.1	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	0.1	0.0	0.0	1.6	0.0	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	0.1	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	0.0	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	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	0.3	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	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	0.1	0.3	1.5	0.0	0.0	0.0	1.8
Helston	0.1	0.0	0.1	1.1	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	0.0	1.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.2	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	0.0	1.8

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	0.1	0.0	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	0.1	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	0.1	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	0.1	0.0	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	0.5	0.4	0.1	0.2	0.0	0.3	0.1	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	0.2	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	
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	4.8	0.4	0.2	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	8.5
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	0.8	7.8	2.5	0.8	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	13.1
Truro	1.6	1.6	2.4	2.4	3.8	1.9	1.5	1.3	1.5	6.6	2.8	2.0	5.5	4.4	1.3	1.0	1.4	0.2	0.1	0.1	0.1	0.8	0.1	0.5	0.1	0.0	45.2
Penzance	6.7	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	9.1
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	0.3	2.4	0.6	0.1	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	3.8
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	4.4
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	0.2	2.5	0.1	0.0	0.0	0.1	0.4	0.2	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.3	3.1	0.4	0.5	0.0	0.2	0.2	4.8
Redruth	0.1	0.0	0.0	0.4	0.1	0.4	0.6	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	3.6
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	0.6	0.5	0.7	0.4	4.3	0.7	0.1	0.3	0.2	0.4	0.5	0.2	0.0	9.9
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	1.9	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	2.0
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	0.5	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	1.6	0.9	0.3	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	4.7
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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	2.0
Helston	0.0	0.0	0.0	2.1	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	2.7
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	0.2	0.1	0.6	0.1	0.3	0.2	0.0	0.2	0.0	0.1	0.1	2.9

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	0.3	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	2.7
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	1.1	0.2	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Truro	1.0	0.3	0.3	0.4	0.9	0.7	0.2	0.4	0.3	0.8	0.2	0.3	1.3	1.2	0.6	0.7	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	10.3	
Penzance	0.9	0.2	0.4	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	1.9	
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	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	1.2	
Camborne	0.1	0.2	0.3	0.1	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	1.5	
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	0.2	
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	0.7	
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	0.1	0.0	0.0	0.0	0.5	0.5	0.1	0.3	0.0	0.3	0.1	1.9	
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	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	0.1	0.0	0.1	0.1	0.5	0.5	0.1	0.1	0.0	0.2	0.0	0.0	0.1	2.0	
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	0.6	
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	
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	0.2	
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	0.2	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	0.3	
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	0.1	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	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	0.2	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	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.6	0.2	0.1	0.0	0.0	0.0	1.6	0.0	3.0	

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	1.6	6.3	0.6	0.3	0.1	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	11.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.5	1.1	10.5	3.3	1.0	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	17.5
Truro	2.1	2.1	3.2	3.2	5.0	2.4	1.9	1.7	2.0	8.7	3.7	2.6	7.4	5.9	1.8	1.4	1.9	0.3	0.1	0.1	0.1	1.2	0.1	0.7	0.1	0.0	59.6
Penzance	8.7	0.8	1.7	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	11.9
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	0.4	3.1	0.8	0.1	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0	5.1
Camborne	0.0	0.4	0.9	0.5	0.1	2.3	0.2	0.6	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	5.7
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	0.5
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	0.1	0.3	3.3	0.1	0.0	0.0	0.1	0.5	0.3	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	0.0	0.0	0.4	4.1	0.5	0.7	0.0	0.3	0.3	6.4
Redruth	0.1	0.0	0.0	0.5	0.1	0.6	0.8	1.0	1.2	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	0.1	0.0	0.0	0.0	4.6
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	0.9	0.7	1.0	0.5	5.6	0.9	0.1	0.4	0.3	0.5	0.7	0.2	0.0	13.0
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	2.5	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	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	0.0	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	0.6	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	0.0	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	0.7	0.6	0.0	2.1	1.1	0.4	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	6.0
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	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	2.6
Helston	0.0	0.0	0.0	2.8	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	0.0	0.1	0.0	3.4
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	0.3	0.1	0.7	0.1	0.4	0.3	0.0	0.2	0.0	0.1	0.1	3.9

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	1.3	0.4	0.2	0.0	0.1	0.6	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	3.5
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	1.5	0.3	0.1	0.1	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.6
Truro	1.3	0.4	0.4	0.5	1.2	0.9	0.3	0.5	0.4	1.0	0.3	0.3	1.8	1.6	0.8	0.9	0.5	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	13.6
Penzance	1.2	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	2.5
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	0.3	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	1.6
Camborne	0.1	0.2	0.4	0.2	0.2	0.2	0.2	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	1.9
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	0.3
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	0.4	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	0.1	0.1	0.0	0.0	0.7	0.6	0.1	0.4	0.0	0.4	0.2	2.6	
Redruth	0.0	0.0	0.1	0.1	0.2	0.2	0.1	0.4	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	1.4
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	0.1	0.7	0.7	0.1	0.1	0.0	0.2	0.0	0.0	0.1	2.6
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	0.7
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	0.0	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	0.0	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	0.4
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	1.5
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	0.3	0.0	0.0	0.1	0.4
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	0.1	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	0.8	0.2	0.1	0.0	0.0	0.0	2.1	0.0	0.0	4.0

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	2.0	7.7	0.7	0.4	0.2	1.2	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	13.5
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	1.3	13.0	4.0	1.3	0.4	0.2	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	21.6
Truro	2.6	2.5	4.0	3.8	6.1	2.9	2.3	2.0	2.4	10.6	4.6	3.2	9.1	7.4	2.1	1.7	2.3	0.4	0.2	0.2	0.1	1.5	0.1	0.8	0.1	0.0	72.8
Penzance	10.6	0.9	2.1	0.6	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	14.5
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	0.4	3.8	1.0	0.2	0.2	0.2	0.1	0.4	0.0	0.0	0.0	0.0	6.2
Camborne	0.0	0.5	1.1	0.6	0.2	2.7	0.3	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9
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	4.1	0.2	0.0	0.0	0.1	0.6	0.4	0.0	0.0	0.0	5.9
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	0.0	0.0	0.5	5.1	0.6	0.9	0.0	0.4	0.4	7.8
Redruth	0.1	0.0	0.0	0.6	0.2	0.7	1.0	1.2	1.4	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	5.6
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	0.6	1.1	0.9	1.2	0.6	6.7	1.1	0.2	0.4	0.4	0.6	0.8	0.3	0.0	15.9
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	3.1	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	3.3
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	0.8	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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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
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	0.9	0.7	0.0	2.5	1.3	0.5	0.7	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	7.3
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	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	3.2
Helston	0.0	0.0	0.0	3.4	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	4.2
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	0.6	0.4	0.1	0.4	0.2	0.9	0.2	0.5	0.3	0.0	0.2	0.0	0.1	0.1	4.8

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) 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	0.6	1.5	0.5	0.2	0.0	0.1	0.8	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	4.3
St Austell	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.4	0.3	1.8	0.4	0.2	0.1	0.3	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.4
Truro	1.6	0.4	0.5	0.6	1.5	1.1	0.4	0.6	0.4	1.2	0.4	0.4	2.2	2.0	0.9	1.1	0.7	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	16.6
Penzance	1.4	0.3	0.6	0.2	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	3.0
Bodmin	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	0.4	0.4	0.4	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	1.9
Camborne	0.1	0.3	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	2.4
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	0.3	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	0.2	0.1	0.0	0.0	0.9	0.8	0.2	0.4	0.0	0.5	0.2	3.2	
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	1.7
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	0.2	0.0	0.0	0.2	0.2	0.8	0.8	0.2	0.1	0.0	0.3	0.0	0.0	0.1	3.1
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	0.8	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	0.9
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	0.3	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	0.4
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	0.2	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	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	0.4	0.0	0.0	0.1	0.5
Helston	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	1.0
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	1.0	0.3	0.2	0.0	0.0	0.0	2.6	0.0	0.0	4.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7K: 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	2.4	9.5	0.8	0.5	0.2	1.4	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	16.5
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	1.6	16.1	4.9	1.6	0.5	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	26.7
Truro	3.1	3.1	4.9	4.7	7.5	3.5	2.8	2.4	2.9	13.0	5.7	3.9	11.2	9.2	2.6	2.1	2.9	0.4	0.2	0.2	0.1	1.8	0.1	1.0	0.2	0.0	89.4
Penzance	12.9	1.1	2.5	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	17.6
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	4.7	1.2	0.2	0.2	0.2	0.1	0.5	0.0	0.0	0.0	0.0	7.7
Camborne	0.0	0.6	1.4	0.7	0.2	3.3	0.4	1.0	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	8.4
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	0.8
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	0.2	0.5	5.0	0.2	0.0	0.0	0.1	0.8	0.4	0.0	0.0	0.0	7.2
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	0.6	6.2	0.8	1.0	0.0	0.5	9.7
Redruth	0.2	0.0	0.0	0.7	0.2	0.8	1.2	1.5	1.7	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	6.8
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	0.7	1.3	1.1	1.4	0.7	8.2	1.3	0.2	0.5	0.5	0.7	1.0	0.3	0.0	19.4
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	3.9	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	4.1
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	0.9	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	0.0	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	0.2	1.0	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	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	0.2	0.2	1.1	0.9	0.0	3.1	1.6	0.6	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	8.9
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	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	3.9
Helston	0.0	0.0	0.0	4.1	0.2	0.2	0.0	0.0	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	0.2	0.0	5.1
Other Stores in Cornwall	0.0	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.7	0.6	0.2	0.5	0.2	1.1	0.2	0.6	0.4	0.0	0.3	0.0	0.2	0.2	5.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7L: 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	0.1	0.0	0.1	0.7	1.9	0.7	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	5.2
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	0.4	2.3	0.4	0.2	0.2	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.4
Truro	2.0	0.5	0.6	0.7	1.8	1.3	0.5	0.7	0.5	1.5	0.5	0.5	2.7	2.5	1.2	1.4	0.8	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	20.4
Penzance	1.7	0.3	0.7	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	3.7
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	0.5	0.5	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	2.4
Camborne	0.1	0.3	0.6	0.3	0.3	0.3	0.2	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	2.9
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	0.5
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	0.1	0.2	0.0	0.1	0.7	0.0	0.0	0.0	0.0	0.3	0.0	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	0.2	0.1	0.0	0.0	1.1	0.9	0.2	0.5	0.0	0.6	0.3	4.0	
Redruth	0.0	0.0	0.2	0.1	0.3	0.3	0.2	0.6	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	0.0	0.0	0.0	0.0	2.1
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	1.0	1.0	0.2	0.2	0.0	0.3	0.0	0.0	0.1	3.8
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	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
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	0.3	0.6	0.2	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	2.2
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	0.4	0.0	0.0	0.1	0.6
Helston	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.2	0.0	1.2	0.3	0.2	0.0	0.0	0.0	3.2	0.0	0.0	6.0

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%	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%	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%	0.0%	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%	0.0%	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%	0.0%	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%	9.9%
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%	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%	3.3%
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%	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%	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%	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%	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%	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%	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%	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%	0.0%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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	0.0	2.0	9.6	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	13.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	2.4	15.4	4.8	1.1	0.6	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	26.0
Truro	0.1	0.3	0.0	0.4	0.7	0.2	0.1	0.4	1.2	7.9	2.9	1.8	6.1	0.4	0.2	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	23.8
Penzance	10.2	2.4	3.0	2.7	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	18.7
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	0.3	5.2	2.4	0.3	0.0	0.0	0.1	1.1	0.1	0.0	0.0	0.1	9.8
Camborne	0.0	0.4	0.6	0.6	0.1	1.9	0.0	0.2	0.5	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	4.8
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	1.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	2.1
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	4.0	0.2	1.7	0.0	0.3	0.7	7.6
Redruth	0.0	0.0	0.0	0.3	0.1	0.1	0.3	0.5	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	2.4
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	6.8	1.0	0.8	1.4	0.8	0.4	0.0	0.1	0.2	13.4
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	1.5	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	0.1	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	3.9	0.7	0.1	0.0	0.0	0.0	0.0	0.0	4.8
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	0.0	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	0.3	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	0.1	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	2.1	2.1	1.0	5.2	3.7	2.2	2.2	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	20.0
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	2.2	0.0	0.0	0.1	2.3
Helston	0.0	0.0	0.0	0.9	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	0.9	0.2	0.2	0.1	0.2	0.2	0.6	0.1	0.1	3.3

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	1.4	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	5.2
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	1.9	0.7	0.6	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.0
Truro	0.8	0.1	0.2	0.3	1.0	0.3	0.3	0.2	0.7	0.9	0.4	0.4	0.8	1.3	0.5	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	9.1
Penzance	1.3	0.3	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	2.6
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	0.1	0.5	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.3
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	1.6
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	1.7
Redruth	0.1	0.0	0.1	0.1	0.2	0.1	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	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	0.1	0.6	0.0	0.4	0.1	1.2	0.4	0.1	0.2	0.1	0.1	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	0.0	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	0.7	0.2	0.0	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
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	0.4	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	2.9
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	0.0	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	0.1	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	1.4

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	2.6	12.6	0.2	0.1	0.1	1.5	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	17.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	3.2	20.7	6.3	1.4	0.8	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	34.8
Truro	0.1	0.3	0.1	0.6	0.9	0.3	0.1	0.6	1.5	10.3	3.9	2.3	8.1	0.5	0.3	0.1	1.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	31.4
Penzance	13.3	3.2	4.0	3.5	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	24.4
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	0.5	6.9	3.3	0.4	0.0	0.0	0.1	1.6	0.1	0.0	0.0	0.1	12.9
Camborne	0.0	0.5	0.8	0.7	0.2	2.4	0.1	0.3	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	0.0	0.1	0.0	6.3
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	0.0	0.8	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	0.1	0.0	0.0	0.3	2.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	2.8
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	0.2	0.0	0.6	5.3	0.3	2.2	0.0	0.4	1.0	10.0
Redruth	0.0	0.0	0.1	0.4	0.1	0.2	0.4	0.7	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	3.1
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	0.4	0.3	0.5	0.7	0.5	8.8	1.3	1.1	1.8	1.1	0.5	0.0	0.1	0.3	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	2.1	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
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	5.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	6.2
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	0.1	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	0.3	2.8	2.7	1.3	6.7	4.7	2.9	2.8	0.3	0.8	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	26.0
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	2.9	0.0	0.0	0.1	3.0
Helston	0.0	0.0	0.0	1.2	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	1.4
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	0.7	0.0	0.0	0.3	0.1	1.2	0.3	0.3	0.1	0.2	0.3	0.8	0.1	0.1	4.4

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	0.9	1.9	0.2	0.2	0.1	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	1.9	0.0	0.0	6.8
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	1.2	2.6	0.9	0.7	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.7
Truro	1.1	0.2	0.2	0.4	1.3	0.4	0.4	0.3	0.9	1.2	0.5	0.6	1.0	1.8	0.7	0.2	0.6	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	12.0
Penzance	1.7	0.4	0.6	0.4	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	3.4
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	0.1	0.0	0.2	0.6	0.5	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0	1.7
Camborne	0.1	0.3	0.3	0.2	0.1	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	2.1
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	0.5
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	0.3	0.0	0.2	0.6	0.3	0.5	0.0	0.1	0.3	2.3
Redruth	0.1	0.0	0.1	0.1	0.3	0.1	0.1	0.0	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	1.5
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	0.8	0.0	0.5	0.2	1.5	0.6	0.1	0.3	0.2	0.1	0.0	0.1	0.0	4.7
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	0.9	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	0.1	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
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	0.0	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	0.3	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	0.5
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	0.1	0.4	0.4	0.1	1.0	0.6	0.6	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	3.8
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	0.3	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	0.0	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	0.4	0.0	0.1	0.1	0.0	0.3	0.0	0.1	0.0	1.8

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	3.1	15.4	0.2	0.1	0.1	1.8	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	21.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	4.0	25.7	7.7	1.8	1.0	0.3	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	42.9
Truro	0.1	0.4	0.1	0.7	1.1	0.3	0.1	0.7	1.8	12.6	4.8	2.8	10.0	0.7	0.3	0.1	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	38.4
Penzance	16.2	3.9	4.9	4.2	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	29.7
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	0.6	8.4	4.0	0.5	0.0	0.0	0.2	2.0	0.1	0.0	0.0	0.1	15.9
Camborne	0.0	0.6	0.9	0.9	0.2	2.9	0.1	0.4	0.7	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	0.1	0.0	7.6
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	1.5
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	0.1	0.0	0.0	0.3	2.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	3.5
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	0.7	6.4	0.3	2.7	0.0	0.5	1.3	12.3
Redruth	0.0	0.0	0.1	0.5	0.1	0.2	0.5	0.9	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	3.7
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	0.5	0.4	0.7	0.9	0.6	10.6	1.6	1.4	2.2	1.4	0.6	0.0	0.1	0.4	21.5
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	2.5	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	2.5
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	0.3	6.1	1.1	0.1	0.0	0.0	0.0	0.0	0.0	7.6
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	0.1	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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
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	0.1	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	0.4	3.5	3.2	1.6	8.1	5.7	3.5	3.4	0.4	1.0	0.0	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	31.4
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	3.5	0.0	0.0	0.1	3.6
Helston	0.0	0.0	0.0	1.5	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	1.7
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	1.5	0.3	0.3	0.1	0.3	0.3	0.9	0.1	0.1	5.4

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	1.1	2.3	0.3	0.2	0.1	0.4	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	2.4	0.0	0.0	8.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	1.4	3.3	1.1	0.9	0.4	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.2
Truro	1.3	0.2	0.3	0.4	1.6	0.4	0.5	0.4	1.1	1.5	0.6	0.7	1.3	2.3	0.8	0.3	0.7	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	14.7
Penzance	2.1	0.4	0.7	0.5	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	4.2
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	0.0	0.2	0.8	0.6	0.0	0.0	0.1	0.1	0.3	0.1	0.0	0.0	0.0	2.1
Camborne	0.1	0.4	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	2.6
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	0.5
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	0.4	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	0.8	0.4	0.6	0.0	0.1	0.4	2.8
Redruth	0.1	0.0	0.2	0.1	0.3	0.2	0.1	0.1	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	0.0	0.0	1.8
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	0.2	1.0	0.0	0.6	0.2	1.8	0.7	0.1	0.3	0.2	0.2	0.0	0.1	0.0	5.7
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	1.0	0.0	0.0	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	0.2	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.1	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	0.1	0.1	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	0.6
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	1.2	0.8	0.7	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	4.6
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	0.4	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	0.0	0.1	0.2	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	2.2

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	3.8	18.9	0.3	0.1	0.1	2.1	0.8	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	26.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	4.9	31.9	9.4	2.2	1.3	0.3	0.0	0.1	0.1	0.5	0.0	0.0	0.0	0.0	53.1
Truro	0.1	0.5	0.1	0.8	1.4	0.4	0.2	0.9	2.1	15.4	6.0	3.4	12.3	0.8	0.4	0.1	1.9	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	47.2
Penzance	19.7	4.7	6.0	5.1	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	36.2
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	0.7	10.4	4.9	0.6	0.0	0.0	0.2	2.5	0.1	0.0	0.0	0.1	19.6
Camborne	0.0	0.7	1.2	1.1	0.3	3.6	0.1	0.5	0.9	0.1	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	0.2	0.0	9.3
Hayle	0.1	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	0.0	0.0	0.0	0.0	0.0	0.0	1.2	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	0.1	0.0	0.0	0.4	3.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0	4.3
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	0.0	0.0	0.3	0.0	0.8	7.9	0.4	3.3	0.0	0.6	1.6	15.2
Redruth	0.0	0.0	0.1	0.6	0.1	0.3	0.6	1.0	1.6	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	4.5
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	0.6	0.4	0.8	1.1	0.7	12.9	1.9	1.7	2.8	1.7	0.8	0.0	0.2	0.5	26.3
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	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	3.1
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	0.3	7.4	1.4	0.1	0.0	0.0	0.0	0.0	0.0	9.2
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	0.1	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	0.5	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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7
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	0.1	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	0.5	4.3	3.9	1.9	9.8	7.0	4.3	4.1	0.5	1.2	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	38.3
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	4.3	0.0	0.0	0.1	4.4
Helston	0.0	0.0	0.0	1.8	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	2.0
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	1.8	0.4	0.4	0.1	0.3	0.4	1.2	0.2	0.1	6.6

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	0.1	1.3	2.8	0.3	0.2	0.1	0.5	1.5	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	2.9	0.0	0.0	10.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.5	1.8	4.0	1.3	1.1	0.4	0.4	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	10.2
Truro	1.6	0.2	0.3	0.5	2.0	0.5	0.6	0.4	1.4	1.8	0.7	0.9	1.6	2.8	1.0	0.4	0.9	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	18.0
Penzance	2.5	0.5	0.9	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	5.1
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	0.1	0.0	0.3	0.9	0.7	0.0	0.0	0.1	0.1	0.4	0.1	0.0	0.0	0.0	2.6
Camborne	0.2	0.5	0.4	0.3	0.2	0.5	0.1	0.1	0.2	0.0	0.2	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	0.0	0.0	3.1
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	0.6
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	0.2	0.6	0.0	0.0	0.0	0.0	0.1	0.0	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	0.0	0.0	0.4	0.0	0.3	1.0	0.4	0.7	0.0	0.2	0.4	3.5	
Redruth	0.2	0.0	0.2	0.1	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	2.2
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	0.3	2.2	0.8	0.2	0.4	0.3	0.2	0.0	0.1	0.0	7.0
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	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	0.0	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	1.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
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	0.2
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	0.1	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	0.3
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	0.8
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	0.6	0.6	0.1	1.5	0.9	0.9	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	5.6
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	0.5	0.0	0.0	0.1	0.6
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	0.3	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	0.2	0.6	0.0	0.1	0.2	0.0	0.4	0.0	0.1	0.0	2.7

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%	0.0%	2.1%	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%	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%	0.0%	3.2%	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%	0.0%	2.1%	35.1%	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%	0.0%	3.2%	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	0.7	
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	0.3	
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	0.4	
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	
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	0.1	
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	0.4	
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	0.2	
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	0.1	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	0.2	
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	0.1	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	
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	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	0.7	
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	0.1	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	0.1	
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	0.1	

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	2.2	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	2.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.7	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Truro	0.1	0.1	0.1	0.4	1.6	0.2	0.2	0.3	1.0	2.9	1.2	1.0	2.4	1.7	0.5	0.4	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	14.7
Penzance	3.5	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	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	0.0	0.0	0.1	1.6	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.1
Camborne	0.1	0.2	0.3	0.2	0.1	0.9	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	2.0
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	0.0	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	1.5	0.0	0.0	0.0	0.0	0.3	0.0	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	0.0	0.0	0.1	0.0	0.3	1.9	0.3	0.2	0.0	0.2	0.3	3.3	
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	2.1	0.2	0.0	0.0	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	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	1.1
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	0.0	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	0.6
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	0.9	0.6	0.2	1.5	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	6.3
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	0.1	1.4	0.0	0.0	0.0	1.6
Helston	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
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	0.0	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	0.9

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	0.3	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	0.8
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	0.6	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
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	0.0	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	0.5
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	0.3
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	0.1	2.8	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	3.6
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	0.4	4.9	1.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8
Truro	0.1	0.2	0.1	0.5	2.1	0.3	0.3	0.4	1.2	3.8	1.6	1.2	3.2	2.3	0.7	0.5	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	19.4
Penzance	4.5	0.9	1.0	0.7	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	7.5
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	0.1	0.1	2.1	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.8
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	2.6
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	0.3	2.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	2.8
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	0.4	2.5	0.3	0.2	0.0	0.3	0.5	4.4
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	0.8
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	0.0	0.0	2.7	0.2	0.0	0.0	0.0	0.0	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	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	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	0.1	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	0.2	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	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.9
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Pool	0.1	0.3	1.2	0.7	0.3	2.0	1.4	0.9	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	8.1
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	0.0	0.0	0.0	0.0	0.1	1.8	0.0	0.0	0.1	2.1
Helston	0.0	0.0	0.0	1.6	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	1.7
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	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	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	0.4	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	0.9
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	0.5	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Truro	0.2	0.1	0.1	0.3	0.3	0.2	0.1	0.1	0.1	0.4	0.2	0.2	0.5	0.8	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Penzance	0.4	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	1.0
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	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camborne	0.1	0.1	0.0	0.1	0.0	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	0.6
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	0.0	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	0.1	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	0.0	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	0.4
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	0.3
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	0.3	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	1.0
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	0.1	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 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	3.5	0.0	0.1	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	0.0	0.0	4.3
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	6.1	2.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6
Truro	0.2	0.2	0.1	0.6	2.5	0.3	0.3	0.5	1.5	4.6	1.9	1.5	3.9	2.8	0.9	0.6	0.9	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	23.7	
Penzance	5.5	1.1	1.2	0.9	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	9.1	
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	0.1	0.1	0.2	2.6	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.4	
Camborne	0.1	0.3	0.5	0.4	0.2	1.4	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	3.1	
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	
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	2.4	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	3.5	
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	0.5	3.1	0.4	0.3	0.0	0.3	5.5	
Redruth	0.0	0.1	0.1	0.1	0.2	0.0	0.2	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	1.0	
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	0.0	0.1	0.1	0.0	3.3	0.3	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	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.1	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	0.1	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	0.1	0.9	0.0	0.0	0.0	0.0	0.0	1.1	
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	1.5	0.9	0.3	2.4	1.7	1.1	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	9.8	
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	2.2	0.0	0.0	2.5	
Helston	0.0	0.0	0.0	1.9	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	2.1	
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	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.5	

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	0.5	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	1.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.3
Truro	0.2	0.1	0.1	0.3	0.3	0.2	0.1	0.2	0.1	0.5	0.2	0.2	0.6	1.0	0.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Penzance	0.5	0.2	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	1.3
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	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
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	0.1	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	0.1	0.0	0.0	0.1	0.7
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	0.8
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	0.1	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	1.3
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	0.1	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 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	0.0	0.2	4.2	0.1	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	5.3
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	0.6	7.6	2.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.9
Truro	0.2	0.3	0.2	0.8	3.1	0.4	0.4	0.7	1.8	5.6	2.4	1.8	4.9	3.5	1.1	0.7	1.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	29.1
Penzance	6.6	1.3	1.5	1.1	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	11.1
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	0.1	0.1	0.2	3.2	0.2	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	4.2
Camborne	0.1	0.4	0.6	0.5	0.2	1.7	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	3.8
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	0.5	3.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.2	0.0	0.6	3.8	0.5	0.4	0.0	0.4	0.7	6.8
Redruth	0.0	0.1	0.1	0.1	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	1.2
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	0.1	0.0	0.1	0.1	0.0	4.0	0.3	0.1	0.0	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	0.0	0.0	0.0	0.0	0.0	2.2	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	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	0.0	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	0.1	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	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
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	0.0	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	0.0	0.2
Pool	0.2	0.4	1.8	1.1	0.4	2.9	2.0	1.3	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	0.0	0.0	0.0	0.0	12.0
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.7	0.0	0.0	0.1	3.1
Helston	0.0	0.0	0.0	2.3	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	0.1	2.5
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	1.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9L: 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	0.7	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	0.0	0.0	0.0	0.0	0.0	1.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.8	0.3	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Truro	0.3	0.2	0.1	0.4	0.4	0.2	0.2	0.2	0.1	0.6	0.3	0.2	0.7	1.2	0.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2
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	1.5
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	0.6
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	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	0.2	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	0.5
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	0.1	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0
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	0.5	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	0.1	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	0.4	0.1	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	1.5
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	0.2	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

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%	0.0%	12.5%	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	0.1	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	0.1	0.0	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	0.1	1.2	0.0	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	0.1	0.0	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	0.5	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	0.2	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	0.4	0.0	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	3.9	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	4.7
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	8.3	3.3	0.9	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	13.7
Truro	0.8	0.8	0.8	1.9	8.6	1.1	1.0	1.7	2.8	9.7	3.7	3.5	8.9	9.4	2.4	2.0	2.3	0.4	0.0	0.1	0.0	0.6	0.0	0.7	0.0	0.0	63.1
Penzance	11.2	2.1	2.6	1.5	0.0	0.1	0.1	0.0	0.0	0.1	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	18.1
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	4.8	0.2	0.4	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.1	7.7
Camborne	0.1	0.7	1.1	0.8	0.4	3.1	0.3	0.3	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	7.4
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	0.3
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	0.7	4.7	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.1	6.5
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	0.1	0.0	0.6	5.8	0.6	0.6	0.0	0.2	0.4	8.3	
Redruth	0.0	0.1	0.3	0.2	0.1	0.1	0.3	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	1.7
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	0.1	0.0	0.1	0.0	0.0	6.6	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	7.8
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	3.8	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	4.1
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	0.6	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	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	0.0	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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	2.2	1.7	0.5	4.7	2.9	1.8	3.2	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	18.3
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	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.4	5.0	0.0	0.0	0.2	6.0
Helston	0.0	0.0	0.1	4.4	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	5.4
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	0.6

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	1.7
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	0.3	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Truro	0.4	0.2	0.3	0.7	0.8	0.5	0.4	0.4	0.4	1.3	0.5	0.3	1.5	2.1	0.5	0.5	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	12.1
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	2.8
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	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
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	0.9
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	0.8
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	0.0	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	0.6
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	0.2	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	0.3	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	2.4
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	0.4	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	0.5

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	5.1	0.0	0.1	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.2	
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	11.2	4.3	1.2	0.1	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	18.3
Truro	1.1	1.1	1.1	2.5	11.2	1.4	1.3	2.2	3.6	12.8	5.0	4.5	11.8	12.7	3.1	2.6	3.1	0.5	0.0	0.1	0.0	0.8	0.0	0.9	0.0	0.0	83.3
Penzance	14.6	2.8	3.5	2.0	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	23.6
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	0.1	1.0	0.7	6.3	0.2	0.5	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.1	10.2
Camborne	0.1	0.9	1.5	1.0	0.5	4.0	0.4	0.5	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	0.0	0.0	0.0	0.0	9.6
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	0.1	0.0	0.0	0.9	6.2	0.0	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.1	8.8
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	0.1	0.0	0.2	0.0	0.9	7.6	0.8	0.7	0.0	0.3	0.5	11.0
Redruth	0.0	0.1	0.3	0.2	0.1	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	2.2
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	0.1	0.0	0.1	0.0	0.0	8.6	0.5	0.3	0.1	0.0	0.1	0.0	0.2	0.0	10.1
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	5.1	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	5.4
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	0.8	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	1.2	0.0	0.0	0.0	0.0	0.0	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	0.3	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	1.9	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.4	0.4	2.9	2.2	0.6	6.0	3.8	2.3	4.1	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	23.7
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	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.6	6.6	0.0	0.0	0.2	7.9
Helston	0.0	0.0	0.1	5.8	0.6	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	7.0
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	0.3	0.0	0.0	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 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	1.4	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	2.2
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	1.0	0.5	0.5	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Truro	0.5	0.3	0.4	0.9	1.1	0.7	0.6	0.6	0.5	1.7	0.7	0.4	2.0	2.9	0.6	0.7	0.6	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	16.0
Penzance	1.6	0.5	0.6	0.5	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	3.6
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	0.2	0.4	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.8
Camborne	0.3	0.2	0.2	0.1	0.1	0.4	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	1.6
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	1.1
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	0.2	0.0	0.2	0.7	0.1	0.0	0.0	0.0	0.1	1.2
Redruth	0.1	0.0	0.0	0.1	0.2	0.0	0.1	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	1.1
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	0.0	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	0.8	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
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	0.0	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	0.2	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	0.1	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	3.2
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	0.5	0.0	0.0	0.0	0.6
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	0.1	0.1	0.0	0.4	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 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	0.1	6.2	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	7.6
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	14.0	5.2	1.5	0.1	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	22.6
Truro	1.3	1.3	1.4	3.0	13.7	1.6	1.6	2.7	4.3	15.5	6.1	5.5	14.6	15.8	3.8	3.2	3.8	0.6	0.0	0.2	0.0	1.0	0.0	1.1	0.0	0.0	102.0
Penzance	17.8	3.4	4.3	2.4	0.0	0.2	0.1	0.0	0.0	0.2	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	28.7
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	1.3	0.9	7.7	0.3	0.6	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.2	12.6
Camborne	0.1	1.0	1.8	1.2	0.6	4.8	0.5	0.5	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	11.6
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	1.1	7.6	0.0	0.0	0.0	0.0	1.5	0.1	0.0	0.0	0.2	10.8
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	0.2	0.0	1.1	9.4	1.0	0.9	0.0	0.4	0.6	13.6	
Redruth	0.0	0.1	0.4	0.3	0.2	0.2	0.5	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	2.7
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	0.2	0.0	0.2	0.0	0.0	10.4	0.6	0.4	0.1	0.0	0.1	0.0	0.2	0.0	12.2
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	6.3	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	6.7
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	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.4	0.0	0.4	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	2.3	0.0	0.0	0.0	0.0	0.0	0.0	2.5
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	0.4	0.5	3.6	2.6	0.7	7.2	4.6	2.8	4.9	0.4	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	28.7
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	7.9	0.0	0.0	0.3	9.6
Helston	0.0	0.0	0.1	7.0	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	8.5
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	0.3	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0

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	1.8	0.0	0.1	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	2.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.3	1.3	0.6	0.6	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Truro	0.6	0.4	0.5	1.1	1.3	0.8	0.7	0.7	0.6	2.1	0.9	0.5	2.5	3.6	0.7	0.9	0.8	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	19.5
Penzance	2.0	0.6	0.8	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	4.4
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	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.0
Camborne	0.4	0.2	0.3	0.1	0.1	0.5	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	1.9
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	0.8	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	0.0	0.0	0.0	0.2	0.0	0.2	0.9	0.1	0.0	0.0	0.0	0.1	1.5
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	1.3
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	0.4	0.0	0.2	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	0.9	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	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	0.4	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	0.2	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	0.4	0.5	0.4	1.0	0.2	0.2	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	3.8
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	0.1	0.7	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	0.5	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	7.6	0.0	0.1	0.2	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	9.3
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	0.9	17.3	6.4	1.9	0.1	0.2	0.0	0.0	0.2	0.3	0.2	0.0	0.0	0.0	27.9
Truro	1.6	1.6	1.7	3.7	16.8	2.0	1.9	3.3	5.1	19.0	7.6	6.7	18.0	19.6	4.7	4.0	4.7	0.7	0.0	0.2	0.0	1.2	0.0	1.4	0.0	0.0	125.4
Penzance	21.6	4.1	5.2	2.9	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	35.0	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.1	0.0	0.0	0.2	1.6	1.1	9.4	0.3	0.7	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.2	15.5
Camborne	0.2	1.3	2.2	1.4	0.7	5.9	0.6	0.7	1.1	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	14.2	
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	0.2	0.0	0.0	0.2	0.7
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	1.4	9.4	0.0	0.0	0.0	0.0	1.8	0.2	0.0	0.0	0.2	13.3
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	0.1	0.0	0.2	0.0	1.3	11.5	1.2	1.1	0.0	0.5	0.8	16.8	
Redruth	0.0	0.2	0.5	0.3	0.2	0.2	0.7	0.6	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	3.3	
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	0.2	0.0	0.2	0.0	0.0	12.6	0.8	0.4	0.2	0.0	0.2	0.0	0.2	14.8	
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	7.7	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	8.3	
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	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
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	1.8	0.0	0.0	0.0	0.0	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	
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	0.5	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	2.9	0.0	0.0	0.0	0.0	0.0	3.1	
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	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	
Pool	0.5	0.6	4.4	3.2	0.9	8.8	5.6	3.4	6.0	0.4	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	34.9	
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	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.9	9.6	0.0	0.0	11.7	
Helston	0.0	0.0	0.2	8.5	0.9	0.0	0.0	0.0	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	0.3	0.0	0.0	0.0	10.3	
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	1.3	

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	2.2	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	3.3
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	0.4	1.6	0.7	0.7	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Truro	0.8	0.5	0.6	1.3	1.6	1.0	0.8	0.8	0.8	2.6	1.1	0.6	3.1	4.5	0.9	1.1	1.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	24.0
Penzance	2.4	0.7	1.0	0.7	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	5.4
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	0.6	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.2
Camborne	0.5	0.3	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	2.4
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	0.2	1.0	0.0	0.0	0.0	0.0	0.3	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	0.0	0.0	0.2	0.0	0.3	1.1	0.1	0.0	0.0	0.0	0.2	1.9
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	1.6
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	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	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	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	0.4	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	0.6	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	0.4	0.6	0.5	1.3	0.2	0.2	0.9	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	4.7
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	0.1	0.8	0.0	0.0	0.0	0.9
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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0

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%	17.6%	10.6%	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%	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

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	0.1	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	0.3	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	0.0	3.0	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	0.0	0.1	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	0.6	12.6	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	14.9
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	14.4	4.8	0.8	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	21.1
Truro	1.1	1.3	2.6	5.2	4.9	3.4	2.9	2.6	5.8	13.0	4.8	4.4	8.4	10.0	2.5	2.6	3.4	0.4	0.5	0.0	0.0	1.3	0.1	0.9	0.0	0.0	82.1
Penzance	14.6	1.9	3.3	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	21.0
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	0.7	6.2	0.2	0.2	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	7.9
Camborne	0.0	0.0	0.7	0.4	0.0	6.9	0.8	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	9.3
Hayle	0.2	0.3	2.5	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	3.8
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	0.3	0.0	0.0	0.8	5.8	0.0	0.0	0.0	0.0	1.1	0.0	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	0.2	0.0	0.4	7.9	0.1	0.4	0.0	0.0	0.6	9.6
Redruth	0.0	0.0	0.0	0.0	0.1	0.1	1.5	2.2	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	5.6
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	0.3	0.1	0.1	7.4	0.2	0.1	0.3	0.1	0.1	0.0	0.0	0.0	8.6
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	8.0	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	8.3
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	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
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	0.0	1.7	0.1	0.0	0.0	0.0	0.0	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	0.2	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	2.3	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	2.3
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	0.3	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	2.4
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	6.8	0.0	0.0	0.1	6.9
Helston	0.0	0.0	0.1	6.5	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	6.9
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

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	2.2	0.0	0.2	0.2	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	3.8
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	0.1	2.4	0.6	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.1
Truro	2.0	0.6	0.7	1.5	2.0	1.0	0.5	0.4	0.8	1.1	0.6	0.4	2.5	2.7	1.0	0.8	1.0	0.7	0.3	0.0	0.1	0.4	0.1	0.0	0.0	0.2	21.4
Penzance	1.6	0.3	0.4	0.4	0.0	0.6	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	4.2
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	0.2	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	2.3
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	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
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	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.2	0.1	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	0.0	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	0.3	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	1.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.3
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	5.0
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	0.2	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	0.9
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	0.0	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	1.1	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	0.1	0.0	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	0.3	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	0.8	16.5	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	19.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.4	19.4	6.3	1.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	28.3
Truro	1.5	1.7	3.4	6.8	6.4	4.4	3.8	3.4	7.5	17.1	6.4	5.8	11.1	13.5	3.3	3.4	4.5	0.5	0.6	0.0	0.0	1.8	0.2	1.2	0.0	0.0	108.1
Penzance	19.0	2.5	4.4	0.8	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	27.4
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	1.0	8.2	0.2	0.2	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0	10.4
Camborne	0.0	0.0	0.9	0.5	0.0	8.9	1.0	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	12.0
Hayle	0.3	0.4	3.3	0.2	0.0	0.5	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	5.0
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	0.4	0.0	0.0	1.1	7.8	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	10.8
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	0.5	10.5	0.2	0.6	0.0	0.0	0.8	12.7
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	2.0	2.8	1.9	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	0.0	0.0	0.0	0.0	7.2
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	0.4	0.1	0.1	9.5	0.2	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	11.2
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	10.7	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	11.1
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	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
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	2.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4
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	0.2	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	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
St Ives	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
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	0.4	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	0.7	1.0	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	3.1
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	8.8	0.0	0.0	0.2	9.0
Helston	0.0	0.0	0.2	8.4	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	9.0
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	0.4	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	2.0

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	2.9	0.0	0.2	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	5.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	3.3	0.8	0.5	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	5.4
Truro	2.6	0.8	1.0	1.9	2.6	1.2	0.6	0.6	1.0	1.5	0.9	0.6	3.4	3.7	1.3	1.1	1.3	0.9	0.3	0.0	0.2	0.5	0.1	0.0	0.0	0.2	28.2
Penzance	2.1	0.5	0.6	0.5	0.0	0.7	0.0	0.1	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	5.5
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	0.2	0.4	0.7	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.9
Camborne	0.1	0.1	0.7	0.4	0.0	1.1	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	3.0
Hayle	0.1	0.3	0.3	0.3	0.0	0.2	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	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	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.3	0.1	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	0.1	0.0	0.2	0.0	0.4	0.7	0.1	0.1	0.0	0.0	0.1	1.7	
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.4	0.9	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	2.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	1.1	0.3	0.0	0.0	0.0	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	0.0	0.2	0.0	1.5	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	6.7
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	1.0	0.2	0.0	0.0	0.0	0.0	0.0	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	0.2	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	0.2	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	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	1.5	0.0	0.0	0.1	1.8
Helston	0.0	0.0	0.2	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	0.0	0.0	0.0	0.0	1.3
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	0.3	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	0.8

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	1.0	20.1	0.2	0.1	0.2	1.4	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	23.7
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	0.5	24.1	7.6	1.2	0.0	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	34.9
Truro	1.8	2.0	4.2	8.2	7.9	5.3	4.6	4.1	8.9	20.7	7.9	7.0	13.7	16.8	4.1	4.2	5.5	0.5	0.8	0.0	0.0	2.2	0.2	1.5	0.0	0.0	132.0
Penzance	23.2	3.0	5.4	1.0	0.0	0.2	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	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	1.2	10.1	0.3	0.3	0.0	0.2	0.0	0.8	0.0	0.0	0.0	0.0	12.8
Camborne	0.0	0.0	1.1	0.6	0.0	10.7	1.2	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	14.4
Hayle	0.4	0.5	4.0	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	6.1
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	0.5	0.0	0.0	1.4	9.6	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	13.2
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	0.3	0.0	0.6	12.9	0.2	0.7	0.0	0.0	1.0	15.6
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	2.4	3.4	2.2	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	8.7
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	0.5	0.1	0.1	11.5	0.2	0.2	0.5	0.2	0.2	0.0	0.0	0.0	0.0	13.6
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	13.2	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	13.6
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	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
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	2.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.9
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	0.3	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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
St Ives	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
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	0.5	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	1.2	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	3.7
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	10.7	0.0	0.0	0.2	10.9
Helston	0.0	0.0	0.2	10.1	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	10.8
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	0.5	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	2.4

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	3.6	0.0	0.3	0.3	0.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	4.1	1.0	0.7	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	6.7
Truro	3.2	0.9	1.2	2.3	3.2	1.5	0.7	0.7	1.2	1.8	1.1	0.7	4.1	4.6	1.5	1.3	1.6	1.1	0.4	0.0	0.2	0.7	0.1	0.0	0.0	0.3	34.5
Penzance	2.5	0.5	0.7	0.6	0.0	0.9	0.0	0.2	0.2	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	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	0.3	0.5	0.9	0.3	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.4
Camborne	0.2	0.1	0.9	0.5	0.0	1.3	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	3.6
Hayle	0.2	0.4	0.4	0.3	0.0	0.3	0.2	0.0	0.0	0.2	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	2.3
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	0.3	1.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0	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	0.1	0.0	0.3	0.0	0.5	0.8	0.1	0.1	0.0	0.0	0.1	2.1
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.5	1.0	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	2.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	1.4	0.4	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	0.3	0.0	1.9	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	8.2
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	0.3	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	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.3	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
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	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	0.1	0.1	1.8	0.0	0.0	0.1	2.2
Helston	0.0	0.0	0.2	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	0.1	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	0.0	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	1.0

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	0.2	1.2	24.7	0.3	0.1	0.3	1.7	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	29.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.6	30.0	9.4	1.5	0.0	0.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	43.2
Truro	2.2	2.5	5.1	9.9	9.7	6.4	5.6	5.0	10.8	25.5	9.9	8.5	16.9	20.8	5.0	5.2	6.8	0.7	0.9	0.0	0.0	2.8	0.3	1.8	0.0	0.0	162.1
Penzance	28.2	3.7	6.7	1.2	0.0	0.3	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	40.6
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	1.5	12.4	0.3	0.3	0.0	0.2	0.0	1.0	0.0	0.0	0.0	0.0	15.7
Camborne	0.0	0.0	1.3	0.7	0.0	13.0	1.5	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	17.5
Hayle	0.5	0.6	4.9	0.2	0.0	0.8	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	7.5
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	0.6	0.0	0.0	1.7	11.8	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	16.4
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	0.3	0.0	0.7	15.9	0.3	0.8	0.0	0.0	1.2	19.3
Redruth	0.0	0.0	0.0	0.0	0.2	0.3	2.9	4.2	2.7	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	10.6
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	0.6	0.2	0.2	13.9	0.3	0.2	0.6	0.3	0.3	0.0	0.0	0.0	0.0	16.5
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	16.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	16.8
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	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
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	3.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.5
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	0.3	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	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7
St Ives	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Pool	0.0	0.0	0.4	0.2	0.0	1.1	1.5	0.4	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	0.0	4.5
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	13.0	0.0	0.0	0.3	13.3
Helston	0.0	0.0	0.2	12.3	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	13.2
Other Stores in Cornwall	0.3	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.2	0.7	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	3.0

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	0.5	4.4	0.0	0.3	0.3	1.0	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	7.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2	5.1	1.3	0.8	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	8.3
Truro	3.9	1.1	1.5	2.8	3.9	1.8	0.9	0.9	1.5	2.2	1.3	0.8	5.1	5.7	1.9	1.6	2.0	1.3	0.5	0.0	0.3	0.8	0.2	0.0	0.0	0.4	42.4
Penzance	3.0	0.7	0.9	0.7	0.0	1.1	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	8.1
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	0.3	0.6	1.1	0.3	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.9
Camborne	0.2	0.1	1.1	0.5	0.0	1.6	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	0.2	4.4
Hayle	0.2	0.4	0.5	0.4	0.0	0.4	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	2.8
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	0.4	1.2	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.0	0.0	2.3
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	0.1	0.0	0.3	0.0	0.6	1.0	0.2	0.2	0.0	0.0	0.2	2.5
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.6	1.2	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	3.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	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	2.5
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	2.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	10.1
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	0.3	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	1.4	0.4	0.0	0.0	0.0	0.0	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	0.3	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	0.6	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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
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	1.2
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	0.1	0.2	2.2	0.0	0.0	0.2	2.7
Helston	0.0	0.0	0.2	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	0.2	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	0.4	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	1.2

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%	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%	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%	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%	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%	1.9%
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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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%	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	0.2	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	0.0	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	0.2	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	0.0	0.4	0.0	0.6	0.0	0.0	0.2	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	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	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	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	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	0.3	
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	0.5	
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	0.9	
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	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	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	0.4	
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	
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	0.4	
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	
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	0.2	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	0.6	
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	0.8	
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	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	0.2	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	8.6	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	10.2
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	1.0	15.8	4.2	0.7	0.1	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	22.9
Truro	2.1	2.1	2.7	4.6	6.2	3.2	1.8	2.6	6.0	12.0	4.6	3.6	9.9	6.7	2.3	1.7	4.0	0.0	0.2	0.0	0.5	1.4	0.0	1.4	0.0	0.0	79.6
Penzance	12.3	1.9	3.2	1.0	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	18.9
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	0.9	5.6	0.4	0.7	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.2	8.6
Camborne	0.0	0.2	1.5	1.0	0.0	4.7	1.5	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	0.0	0.0	9.3
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	0.3	3.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2	4.1	
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	0.3	0.0	0.3	0.0	0.9	3.6	0.5	0.6	0.0	0.0	0.2	6.3	
Redruth	0.0	0.0	0.1	0.0	0.7	0.4	0.3	0.7	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	2.5
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	0.3	0.5	3.9	0.5	0.7	0.3	0.0	0.0	0.0	0.0	0.0	6.9
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	4.5	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	5.0
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	0.5	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	0.1	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	0.4	0.8	0.2	2.0	2.1	0.7	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	8.1
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	5.7	0.0	0.2	5.9
Helston	0.0	0.2	0.0	4.4	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	5.8
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	1.2

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	1.2	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	2.4
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	1.7	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Truro	1.1	0.6	0.5	0.8	1.2	0.6	0.7	0.5	0.5	1.7	0.6	0.4	1.8	2.7	1.3	1.0	0.7	0.7	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	18.2
Penzance	1.6	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	3.8
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	0.2	0.1	0.6	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.6
Camborne	0.0	0.1	0.0	0.1	0.2	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	1.8
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	0.1	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	1.2
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	0.1	1.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	0.5	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	0.0	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	0.0	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	0.7	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	0.0	0.1	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	0.0	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 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	0.2	0.0	0.7	11.2	0.0	0.0	0.6	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	13.3
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	1.3	21.3	5.5	0.9	0.2	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	30.6
Truro	2.8	2.7	3.5	6.0	8.1	4.1	2.3	3.4	7.7	15.7	6.2	4.7	13.2	9.0	3.1	2.3	5.4	0.0	0.3	0.0	0.7	1.9	0.0	1.8	0.0	0.0	104.8
Penzance	15.9	2.4	4.3	1.3	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	24.7
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	1.2	7.4	0.5	0.8	0.0	0.0	0.2	0.9	0.0	0.0	0.0	0.3	11.4
Camborne	0.0	0.2	2.0	1.3	0.0	6.1	1.9	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	12.0
Hayle	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	0.0	1.1
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	0.4	4.3	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.3	0.0	5.6
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	0.4	0.0	0.4	0.0	1.2	4.8	0.6	0.8	0.0	0.0	0.3	0.0	8.4
Redruth	0.0	0.0	0.2	0.0	0.9	0.5	0.4	0.9	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	3.2
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	0.3	0.0	0.3	0.4	0.7	5.0	0.6	0.9	0.5	0.0	0.0	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	0.4	0.0	0.0	0.0	5.9	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	6.6
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	0.6	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	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	0.2	0.5	1.0	0.3	2.5	2.7	0.9	1.8	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	10.4
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	7.4	0.0	0.0	0.3	7.6
Helston	0.0	0.2	0.0	5.7	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	7.6
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	0.5	0.0	0.8	0.0	0.0	0.2	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 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	0.2	1.6	0.0	0.0	0.1	0.7	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	3.1
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	0.6	2.3	0.2	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Truro	1.5	0.8	0.7	1.0	1.6	0.8	0.9	0.6	0.7	2.2	0.8	0.5	2.4	3.6	1.7	1.3	0.9	0.9	0.6	0.0	0.0	0.5	0.0	0.0	0.0	24.0	
Penzance	2.0	0.4	0.8	0.5	0.2	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	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	0.3	0.1	0.8	0.3	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.1	
Camborne	0.0	0.1	0.0	0.1	0.3	0.8	0.2	0.1	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	2.4	
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	0.7	
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	0.1	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	0.4	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	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	0.0	0.0	0.0	0.0	0.2	1.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.7	
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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
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	
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	0.6	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	
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	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	0.0	0.0	1.0	0.0	0.0	1.2	
Helston	0.0	0.0	0.2	1.2	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	0.2	0.0	0.0	2.0	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	0.8	13.7	0.0	0.0	0.7	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	0.0	0.0	16.2
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	1.6	26.5	6.7	1.1	0.2	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	37.8
Truro	3.4	3.3	4.3	7.3	9.8	4.9	2.8	4.0	9.2	19.1	7.7	5.7	16.2	11.2	3.7	2.8	6.6	0.0	0.4	0.0	0.8	2.4	0.0	2.3	0.0	0.0	127.9
Penzance	19.4	3.0	5.2	1.6	0.3	0.0	0.2	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	30.0	
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	1.5	9.1	0.6	1.0	0.0	0.0	0.3	1.1	0.0	0.0	0.0	0.3	13.9
Camborne	0.0	0.3	2.4	1.6	0.0	7.3	2.3	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	0.0	14.5
Hayle	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	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	0.4	5.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.3	0.0	6.8
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	0.4	0.0	0.5	0.0	1.5	5.8	0.8	0.9	0.0	0.0	0.3	10.3	
Redruth	0.0	0.0	0.2	0.0	1.1	0.6	0.5	1.1	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	3.9
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	0.4	0.4	0.9	6.0	0.8	1.1	0.6	0.0	0.0	0.0	0.0	0.0	10.9
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	7.3	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	8.1
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	0.8	0.0	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	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	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	0.0	0.3	0.7	1.2	0.3	3.1	3.3	1.1	2.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.6
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	8.9	0.0	0.0	0.3	9.3
Helston	0.0	0.3	0.0	6.9	0.7	0.6	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	9.2
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	0.7	0.0	1.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.9

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	1.9	0.0	0.0	0.1	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	3.8
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	0.8	2.9	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Truro	1.8	0.9	0.9	1.2	1.9	1.0	1.1	0.8	0.8	2.7	1.0	0.6	2.9	4.5	2.0	1.5	1.1	1.1	0.7	0.0	0.0	0.6	0.0	0.0	0.0	29.3	
Penzance	2.5	0.5	1.0	0.6	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	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	0.3	0.1	1.0	0.4	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.6	
Camborne	0.0	0.2	0.0	0.2	0.4	1.0	0.3	0.1	0.3	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	2.9	
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	0.6	
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	0.1	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	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.2	0.0	0.0	1.8	
Redruth	0.4	0.0	0.2	0.2	0.2	0.0	0.0	0.3	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	1.9	
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	0.2	2.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	3.2	
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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
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	
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	0.7	
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	0.2	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	0.2	
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	0.3	0.2	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	1.1	
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	1.2	0.0	0.0	1.5	
Helston	0.0	0.0	0.2	1.5	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	2.4	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	0.5	

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	1.0	16.8	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	19.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	2.0	32.8	8.2	1.3	0.3	0.0	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	46.8
Truro	4.1	4.0	5.3	8.8	12.1	5.9	3.4	5.0	11.1	23.5	9.6	6.9	20.0	13.8	4.6	3.5	8.1	0.0	0.5	0.0	1.0	3.1	0.0	2.8	0.0	0.0	157.0
Penzance	23.6	3.6	6.4	2.0	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	36.6
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	1.8	11.2	0.8	1.2	0.0	0.0	0.3	1.4	0.0	0.0	0.0	0.4	17.2
Camborne	0.0	0.4	2.9	2.0	0.0	8.9	2.8	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.7
Hayle	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	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.5	6.5	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.4	0.0	8.5
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	0.6	0.0	1.9	7.2	1.0	1.1	0.0	0.0	0.4	0.0	12.8
Redruth	0.0	0.0	0.3	0.0	1.3	0.7	0.6	1.4	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	4.8
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	0.5	0.5	1.1	7.3	0.9	1.4	0.7	0.0	0.0	0.0	0.0	0.0	13.3
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	9.0	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	10.0
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	0.9	0.0	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	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	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	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
St Ives	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	0.0	0.0	1.4
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	0.4	0.8	1.5	0.4	3.7	4.0	1.4	2.6	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	0.0	0.0	0.0	0.0	15.3
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	10.8	0.0	0.0	0.4	11.3
Helston	0.0	0.4	0.0	8.4	0.9	0.7	0.0	0.0	0.5	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	11.1
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	0.8	0.0	1.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	2.4

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	0.1	0.4	2.4	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	4.6
St Austell	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	1.0	3.6	0.4	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
Truro	2.2	1.1	1.1	1.5	2.4	1.2	1.3	0.9	1.0	3.3	1.3	0.8	3.6	5.6	2.5	1.9	1.4	1.4	0.9	0.0	0.0	0.7	0.0	0.0	0.0	0.0	36.0
Penzance	3.0	0.6	1.2	0.7	0.2	1.2	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	0.0	0.0	0.0	0.0	7.2
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	0.2	1.2	0.5	0.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.1
Camborne	0.0	0.2	0.0	0.2	0.5	1.2	0.3	0.2	0.3	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	3.5
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	0.7	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	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.3	0.0	0.0	1.2	2.3
Redruth	0.4	0.0	0.3	0.2	0.2	0.0	0.0	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	2.3
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	0.2	2.8	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	3.9
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	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	0.0	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	0.0	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	0.4	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	1.4
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	1.4	0.0	0.0	0.4	1.8
Helston	0.0	0.0	0.3	1.8	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	2.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.0	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	0.7	8.6	61.8	2.0	1.3	1.8	7.2	4.4	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	91.7
St Austell	0.0	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.2	0.2	0.4	4.5	8.4	83.6	26.5	7.1	1.7	2.0	0.7	0.1	0.5	1.7	0.1	0.0	0.0	0.0	138.5
Truro	17.2	11.7	14.7	29.0	41.6	20.6	14.4	15.5	28.8	71.6	28.1	23.0	64.5	62.3	18.5	16.9	22.9	5.0	2.3	0.7	1.7	7.4	0.8	8.2	0.5	0.3	528.3
Penzance	78.7	13.5	21.0	9.7	0.4	3.2	0.5	0.3	0.4	2.0	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	131.3
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	1.7	4.5	33.0	5.4	2.9	0.1	0.3	0.6	4.2	0.2	0.0	0.0	0.6	54.4
Camborne	0.7	2.6	7.2	4.6	1.4	25.0	4.1	2.2	2.8	0.2	0.9	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.1	53.3	
Hayle	2.4	1.8	6.2	1.0	0.1	2.4	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	17.0
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	3.7	24.8	0.2	0.0	0.0	0.1	4.7	0.5	0.0	0.1	0.3	35.7
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	0.0	1.7	0.0	4.8	31.7	2.6	6.2	0.0	1.6	3.6	53.0	
Redruth	0.5	0.1	1.0	1.3	1.9	1.5	4.9	6.5	5.5	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	25.7
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	1.5	1.5	1.7	2.2	1.7	38.9	4.6	3.0	2.8	1.3	1.3	0.5	0.4	0.3	63.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.4	0.0	28.3	0.2	0.4	0.1	0.3	0.0	0.0	0.0	0.4	0.0	3.5	0.0	0.0	0.0	33.9
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	0.1	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.1	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	0.3	11.3	1.4	0.1	0.0	0.0	0.7	0.0	0.0	13.8
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	3.6	0.0	0.0	0.7	0.0	0.0	4.7	
St Ives	0.2	5.8	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	6.4
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Pool	0.7	1.1	7.6	6.8	2.6	18.1	13.3	7.2	9.7	0.9	2.0	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	70.5
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	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.8	28.8	0.0	0.0	1.2	31.6
Helston	0.1	0.2	0.6	24.9	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	0.0	30.0
Other Stores in Cornwall	0.4	0.0	0.2	0.3	0.5	0.0	0.2	0.1	0.1	0.3	0.6	0.2	1.8	0.7	0.3	1.2	0.7	4.1	1.1	0.7	0.6	0.2	0.7	2.8	0.4	0.2	18.3

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	1.0	0.3	1.0	11.2	80.9	2.6	1.6	2.4	9.3	5.8	0.5	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	119.7
St Austell	0.0	0.1	0.1	0.2	0.3	0.1	0.0	0.1	0.3	0.3	0.5	5.9	11.1	112.7	35.1	9.4	2.3	2.6	0.9	0.1	0.6	2.3	0.1	0.0	0.0	0.0	185.2
Truro	22.3	15.3	19.5	37.6	54.4	26.5	18.7	20.2	36.8	94.3	37.9	30.0	85.9	83.9	24.4	22.2	30.6	6.5	3.0	0.9	2.3	10.2	1.1	11.0	0.7	0.3	696.5
Penzance	102.3	17.6	27.9	12.6	0.6	4.1	0.7	0.4	0.5	2.7	0.2	0.3	0.0	1.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	171.2
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	2.3	5.9	43.4	7.3	3.7	0.1	0.3	0.8	5.8	0.3	0.0	0.0	0.8	71.9
Camborne	0.9	3.4	9.6	5.9	1.8	32.1	5.3	2.9	3.5	0.3	1.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.2	69.3	
Hayle	3.2	2.3	8.2	1.3	0.1	3.1	0.8	0.2	0.7	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	22.3
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	0.9	0.1	0.3	4.9	33.2	0.3	0.0	0.0	0.1	6.4	0.7	0.0	0.1	0.4	47.7
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	0.8	0.1	2.2	0.0	6.4	42.1	3.6	8.1	0.0	2.1	5.0	70.4
Redruth	0.6	0.2	1.4	1.7	2.5	2.0	6.3	8.5	7.1	0.5	2.0	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	33.4
Liskeard	0.0	0.0	0.1	0.0	0.7	0.0	0.1	0.0	0.2	0.4	0.1	0.3	2.0	2.0	2.2	2.9	2.3	50.3	6.0	4.0	3.7	1.8	1.7	0.7	0.6	0.4	82.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.1	0.5	0.0	37.6	0.2	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.5	0.0	4.7	0.0	0.0	45.1
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	0.2	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.3
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	0.1	0.0	0.3	14.7	1.8	0.1	0.0	0.0	1.0	0.0	0.0	18.0	
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	0.1	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	4.9	0.0	0.0	1.0	0.0	0.0	6.2	
St Ives	0.2	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.4
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	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Pool	0.9	1.5	10.1	8.8	3.3	23.3	17.3	9.4	12.4	1.1	2.7	0.0	0.4	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	91.6
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	0.1	0.0	0.0	0.1	0.0	0.0	0.5	1.1	37.5	0.0	0.0	1.7	41.3
Helston	0.1	0.2	0.8	32.3	2.0	0.7	0.2	0.0	0.8	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0	39.0
Other Stores in Cornwall	0.5	0.0	0.3	0.3	0.7	0.0	0.2	0.2	0.1	0.4	0.8	0.2	2.4	1.0	0.3	1.5	0.9	5.3	1.5	1.0	0.7	0.3	0.9	3.7	0.5	0.2	24.1

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	1.2	0.4	1.2	13.6	98.8	3.1	2.0	2.9	11.1	7.1	0.6	0.8	0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	2.4	0.0	0.0	145.8
St Austell	0.0	0.1	0.1	0.2	0.4	0.2	0.0	0.1	0.4	0.3	0.6	7.2	13.7	139.9	42.7	11.5	2.9	3.2	1.0	0.1	0.8	2.9	0.2	0.0	0.0	0.0	228.5
Truro	27.2	18.6	23.8	45.5	66.5	31.8	22.5	24.4	44.2	114.7	46.7	36.4	105.7	104.2	29.8	27.2	37.4	7.9	3.6	1.1	2.8	12.7	1.3	13.5	0.9	0.4	850.8
Penzance	124.5	21.5	34.1	15.2	0.7	4.9	0.8	0.5	0.6	3.3	0.2	0.3	0.0	1.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	208.5
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.4	0.0	0.0	0.3	2.8	7.2	53.2	8.9	4.5	0.2	0.4	1.0	7.3	0.3	0.0	0.0	1.0	88.3
Camborne	1.1	4.1	11.7	7.1	2.2	38.6	6.4	3.5	4.2	0.3	1.5	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.3	83.7	
Hayle	3.9	2.8	10.1	1.6	0.1	3.8	0.9	0.2	0.9	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	0.2	0.9	0.0	0.2	27.1
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	1.1	0.2	0.4	6.0	40.6	0.4	0.0	0.0	0.1	8.1	0.8	0.0	0.1	0.5	58.6
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	2.7	0.0	7.9	51.5	4.5	9.8	0.0	2.7	6.3	86.5
Redruth	0.8	0.2	1.7	2.0	3.0	2.4	7.6	10.2	8.5	0.6	2.4	0.2	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	40.4
Liskeard	0.0	0.0	0.1	0.0	0.8	0.0	0.1	0.1	0.2	0.5	0.1	0.4	2.5	2.4	2.7	3.6	2.8	60.8	7.3	5.0	4.5	2.3	2.0	0.8	0.7	0.5	100.1
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	46.3	0.3	0.6	0.2	0.4	0.0	0.0	0.0	0.0	0.7	0.0	5.8	0.0	0.0	55.6
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	4.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.2
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	0.1	0.0	0.4	17.8	2.3	0.1	0.0	0.0	1.2	0.0	0.0	21.9	
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	0.1	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	1.1	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.9	4.1	
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	0.5	6.0	0.0	0.0	1.2	0.0	0.0	7.7	
St Ives	0.2	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	10.2
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	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Pool	1.1	1.8	12.3	10.6	4.1	28.0	20.8	11.3	14.9	1.4	3.3	0.0	0.5	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	110.6
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	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.6	1.4	45.5	0.0	0.0	2.1	50.2
Helston	0.1	0.3	0.9	39.0	2.5	0.8	0.3	0.0	0.9	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.0	47.2
Other Stores in Cornwall	0.6	0.0	0.3	0.4	0.8	0.0	0.2	0.2	0.1	0.5	1.0	0.3	3.0	1.2	0.4	1.9	1.1	6.4	1.8	1.2	0.9	0.4	1.1	4.6	0.7	0.3	29.5

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	1.5	0.5	1.4	16.5	121.2	3.8	2.4	3.5	13.4	8.7	0.8	0.9	0.1	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	178.3
St Austell	0.0	0.2	0.1	0.3	0.5	0.2	0.0	0.2	0.5	0.4	0.8	8.8	16.9	173.7	52.4	14.1	3.5	3.9	1.3	0.1	1.0	3.7	0.2	0.0	0.0	0.0	282.5
Truro	33.1	22.6	29.2	55.3	81.5	38.5	27.5	29.9	53.2	140.8	58.3	44.4	130.4	129.4	36.5	33.5	46.2	9.5	4.4	1.4	3.4	16.0	1.6	16.6	1.1	0.6	1044.8
Penzance	151.4	26.2	41.8	18.4	0.9	5.9	1.0	0.7	0.7	4.0	0.3	0.4	0.0	1.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	253.9
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.5	0.0	0.0	0.4	3.5	8.9	65.4	11.0	5.5	0.2	0.5	1.3	9.2	0.4	0.0	0.0	1.2	108.7
Camborne	1.4	5.0	14.4	8.7	2.7	46.8	7.8	4.2	5.1	0.4	1.8	0.0	1.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.3	102.0	
Hayle	4.7	3.4	12.4	1.9	0.1	4.6	1.1	0.3	1.1	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	1.2	0.0	0.2	33.1
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	1.4	0.2	0.5	7.4	50.1	0.4	0.0	0.0	0.1	10.2	1.0	0.0	0.2	0.6	72.5
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	1.2	0.1	3.3	0.0	9.7	63.6	5.6	11.9	0.0	3.4	7.9	106.8
Redruth	0.9	0.3	2.1	2.5	3.7	2.9	9.3	12.5	10.2	0.7	3.0	0.2	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	49.3
Liskeard	0.0	0.0	0.2	0.0	1.0	0.0	0.1	0.1	0.3	0.6	0.1	0.4	3.0	3.0	3.3	4.4	3.5	73.7	8.9	6.1	5.5	2.9	2.5	1.0	0.9	0.7	122.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.1	0.8	0.0	57.1	0.3	0.8	0.3	0.5	0.0	0.0	0.0	0.0	0.9	0.0	7.1	0.0	0.0	68.5
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	0.3	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	6.4
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	0.1	0.0	0.5	21.6	2.8	0.1	0.0	0.0	1.5	0.0	0.0	26.6
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	0.3
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	1.3	0.0	0.0	0.0	0.0	0.0	0.0	2.5	1.1	5.1	
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	0.6	7.4	0.0	0.0	1.5	0.0	0.0	9.5	
St Ives	0.3	11.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	12.5
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	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Pool	1.3	2.2	15.1	12.9	5.0	34.0	25.4	13.9	18.0	1.7	4.1	0.0	0.6	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	134.7
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	0.4	0.2	0.0	0.0	0.2	0.0	0.0	0.8	1.7	55.2	0.0	0.0	2.6	61.1
Helston	0.1	0.4	1.2	47.4	3.1	1.0	0.3	0.0	1.1	1.4	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.1	57.3
Other Stores in Cornwall	0.7	0.0	0.4	0.5	1.0	0.0	0.3	0.2	0.2	0.7	1.3	0.4	3.6	1.5	0.5	2.3	1.4	7.7	2.1	1.5	1.1	0.5	1.4	5.6	0.9	0.4	36.2

Notes:

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

CORNWALL COUNCIL
 CORNWALL RETAIL STUDY - TREND GROWTH SCENARIO

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				
Aldi, Penryn	4180	2972	13638	40.5
Tesco, Killgrew Street, Falmouth	717	845	12900	8.3
Sainsbury's, Ponsardan, Falmouth	1820	1355	5213	12.6
Island, Berkeley Vale, Falmouth	432	384	5728	2.2
Marks & Spencer, Falmouth		186	10710	2.0
Other town centre		1661	4000	6.6
Other		500	3500	1.8
TOTAL				74.0
PENZANCE				
Tesco, Penzance	2266	1812	12900	23.4
Morrisons, Penzance	2657	2126	11003	23.4
Co-op, Market Jew Street, Penzance	619	557	5700	3.2
Lidl, Penzance	743	632	2620	1.8
Island, Wharfside, Penzance	467	420	5728	2.4
Other town centre		1841	4000	7.4
Other		500	3500	1.8
Co-op, The Strand, Newlyn	203	193	5700	1.1
Co-op, Sillempton	488	464	5700	2.6
TOTAL				67.6
LISKEARD				
Morrisons, Liskeard	2313	1851	11003	20.4
Co-op, Barras Street	978	610	5700	3.5
EuroStar	744	670	5500	3.7
Other		1120	4000	4.5
TOTAL				32.0
WADEBRIDGE				
Tesco, Wadebridge		1720	12900	22.2
Co-op, Wadebridge	1137	967	5700	5.5
Lidl, Wadebridge	929	743	2620	2.1
Other		668	4000	3.9
TOTAL				33.7
HELSTON				
Tesco, Helston		1714	12900	22.1
Somerfield, Helston	997	848	5700	4.8
Lidl, Helston		1029	2820	2.9
Other, Helston town centre		1343	4000	5.4
TOTAL				35.2
CAMBORNE, POOL & REDRUTH				
Tesco, Wesley Street, Camborne	1924	1635	12900	21.1
Island, Treowarren Street, Camborne	434	412	5728	2.4
Aldi, Church Street, Camborne	896	806	4300	3.5
Lidl, Camborne	1000	800	2820	2.3
Other Camborne town centre	1163	1065	4000	4.3
Other		250	3500	0.9
Tesco Extra, Pool	6503	3252	12900	41.9
Morrisons, Pool	2807	2386	11003	26.3
Other Pool	250	250	3500	0.9
Tesco, Velgus Hill, Redruth	2183	1856	12900	23.9
Island, Fore Street, Redruth	455	455	5728	2.6
Other Redruth town centre	858	772	4000	3.1
Other	250	250	3500	0.9
TOTAL				133.9
NEWQUAY				
Morrisons, Newquay	2787	2230	11003	24.5
Sainsbury's, Fore Street, Newquay	1421	1216	5213	11.2
Co-op, Oakleigh Terrace, Newquay	1202	1022	5700	5.8
Lidl	929	743	2620	2.1
Other Newquay town centre	2750	2750	4000	11.0
Other	500	500	3500	1.8
TOTAL				56.4
LAUNCESTON				
Tesco, Launceston	2400	1800	12900	23.2
Lidl Launceston	929	743	2820	2.1
Co-op, Broad Street, Launceston	210	200	5700	1.1
Co-op, Newport Inn Estate	860	752	5700	4.5
Other	785	785	4000	3.1
TOTAL				34.1
BODMIN				
Aldi, Bodmin	3188	1913	13636	26.5
Morrisons, Bodmin	2304	1843	11003	20.3
Sainsbury's, Bodmin	1922	1538	5213	14.2
Island, Bodmin	314	298	5728	1.7
Other Bodmin town centre	900	900	4000	3.6
Other	600	600	3500	1.8
TOTAL				68.0
BUDE				
Morrisons, Bude		2109	11003	23.2
Sainsbury's, Bude		985	5213	9.1
Co-op, Bude		600	5700	3.4
Other		1070	4000	4.3
TOTAL				40.0
ST AUSTELL				
Aldi, St Austell	4341	2821	13636	39.0
Tesco, St Austell		1812	12900	23.4
Co-op, West Hill, St Austell		939	5700	5.4
Co-op, Slades Road		251	5700	1.4
Somerfield, Middleway, St Blazey		674	5700	3.8
Aldi, St Austell		700	4300	3.0
Lidl, St Austell		650	2820	1.8
Other St Austell town centre		1320	4000	5.3
Other (St Austell / St Blazey / Par)		1200	12900	4.2
Island, St Austell		306	5728	1.8
TOTAL				89.1
SALTASH				
Waitrose, Saltash	2780	2224	11877	26.4
Lidl, Saltash		1029	2820	2.9
Co-op, Saltash	495	445	5700	2.5
Other	749	749	4000	3.0
TOTAL				34.8
ST IVES				
Co-op, Royal Square	170	162	5700	0.9
Co-op, The Sternack	224	223	5700	1.3
Tesco, Carbis Bay	1,578	1,263	12900	18.3
Co-op, Tregenna Place, St Ives	260	247	5700	1.4
Other stores, Carbis Bay	312	296	4000	1.2
Other stores, St Ives	897	718	4000	2.9
TOTAL				23.9
HAYLE				
Co-op, Hayle	995	895	5700	5.1
Lidl, Hayle		1126	2820	3.2
Marks & Spencer, Hayle		465	10710	5.0
Other		530	4000	2.1
TOTAL				15.4
TRURO				
Tesco, Truro	3587	2691	12900	34.7
Sainsbury's, Truro	5981	3694	5213	34.0
Aldi, Truro	760	616	4300	2.6
Co-op, Boscawen Street, Truro	563	496	5700	2.8
Somerfield, Truro	864	734	5700	4.2
Marks & Spencer, Truro	1304	1324	10710	14.2
Island, Truro	430	409	5728	2.3
Other Truro city centre		1200	4000	4.8
Other		300	3500	1.1
TOTAL				100.8
Commitments				
Sainsbury's, 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)		145	5000	0.7
Lidl, Bodmin	1070	856	2820	2.4
Aldi, Liskeard	952	762	4300	3.3
Tesco, Callington	2787	1486	12900	19.2
Tesco extension, St Austell		1165	12900	15.4
Lidl, Camborne (on-site redevelopment)	536	429	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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	69.2	69.0	74.1	77.9	82.2
Market Share (%)	4.7	4.4	4.3	4.3	4.3
Expenditure Inflow (£m)	8.7	8.7	9.3	9.8	10.4
Total Turnover Potential (£m)	77.9	77.8	83.4	87.7	92.6
Benchmark Turnover of Existing and Committed Facilities (£m)	76.4	76.7	78.1	79.3	80.5
Residual Expenditure (£m)	1.5	1.0	5.3	8.4	12.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	150	101	520	813	1149

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	55.0	57.6	62.6	66.3	70.4
Market Share (%)	3.7	3.7	3.7	3.7	3.7
Expenditure Inflow (£m)	7.0	7.3	8.0	8.4	8.9
Total Turnover Potential (£m)	61.9	64.9	70.6	74.7	79.4
Benchmark Turnover of Existing and Committed Facilities (£m)	70.4	70.7	71.9	73.0	74.1
Residual Expenditure (£m)	-8.4	-5.7	-1.4	1.7	5.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-844	-571	-136	164	497

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	69.6	71.7	76.9	80.9	84.8
Market Share (%)	4.7	4.6	4.5	4.5	4.4
Expenditure Inflow (£m)	8.8	9.0	9.7	10.2	10.7
Total Turnover Potential (£m)	78.4	80.7	86.6	91.1	95.5
Benchmark Turnover of Existing and Committed Facilities (£m)	67.0	67.3	68.5	69.5	70.6
Residual Expenditure (£m)	11.4	13.4	18.1	21.6	25.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1142	1337	1773	2080	2371

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	58.5	57.9	61.8	64.5	67.5
Market Share (%)	3.9	3.7	3.6	3.6	3.5
Expenditure Inflow (£m)	3.5	3.5	3.7	3.9	4.0
Total Turnover Potential (£m)	62.0	61.4	65.5	68.3	71.5
Benchmark Turnover of Existing and Committed Facilities (£m)	35.3	35.4	36.1	36.6	37.2
Residual Expenditure (£m)	26.8	25.9	29.4	31.7	34.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2677	2584	2878	3057	3261

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	37.9	40.1	44.2	46.9	50.0
Market Share (%)	2.6	2.6	2.6	2.6	2.6
Expenditure Inflow (£m)	7.0	7.4	8.2	8.7	9.3
Total Turnover Potential (£m)	44.9	47.5	52.3	55.6	59.3
Benchmark Turnover of Existing and Committed Facilities (£m)	33.7	33.8	34.4	34.9	35.5
Residual Expenditure (£m)	11.2	13.7	17.9	20.6	23.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1124	1361	1753	1988	2262

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	44.6	51.5	55.4	58.1	61.1
Market Share (%)	3.0	3.3	3.3	3.2	3.2
Expenditure Inflow (£m)	7.5	8.7	9.3	9.8	10.3
Total Turnover Potential (£m)	52.1	60.2	64.8	67.9	71.3
Benchmark Turnover of Existing and Committed Facilities (£m)	66.8	67.1	68.3	69.3	70.4
Residual Expenditure (£m)	-14.7	-6.9	-3.6	-1.4	0.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-1474	-689	-348	-139	89

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	122.7	126.4	135.0	140.5	147.6
Market Share (%)	8.3	8.1	7.9	7.8	7.7
Expenditure Inflow (£m)	4.9	5.1	5.4	5.6	5.9
Total Turnover Potential (£m)	127.6	131.4	140.4	146.1	153.5
Benchmark Turnover of Existing and Committed Facilities (£m)	135.1	135.6	138.1	140.2	142.3
Residual Expenditure (£m)	-7.5	-4.2	2.3	5.9	11.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-746	-418	220	571	1064

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	44.8	47.3	51.9	55.2	58.8
Market Share (%)	3.0	3.0	3.0	3.1	3.1
Expenditure Inflow (£m)	9.4	9.9	10.9	11.6	12.3
Total Turnover Potential (£m)	54.2	57.3	62.8	66.8	71.1
Benchmark Turnover of Existing and Committed Facilities (£m)	59.8	60.1	61.2	62.1	63.0
Residual Expenditure (£m)	-5.6	-2.8	1.6	4.7	8.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-560	-282	157	450	767

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	50.4	48.9	53.6	56.9	61.0
Market Share (%)	3.4	3.1	3.1	3.2	3.2
Expenditure Inflow (£m)	4.3	4.2	4.6	4.8	5.2
Total Turnover Potential (£m)	54.7	53.1	58.1	61.7	66.2
Benchmark Turnover of Existing and Committed Facilities (£m)	34.1	34.2	34.9	35.4	35.9
Residual Expenditure (£m)	20.6	18.8	23.3	26.3	30.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2058	1876	2276	2539	2874

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	37.9	39.6	42.6	44.7	47.0
Market Share (%)	2.6	2.5	2.5	2.5	2.5
Expenditure Inflow (£m)	3.2	3.4	3.6	3.8	4.0
Total Turnover Potential (£m)	41.2	42.9	46.2	48.5	51.0
Benchmark Turnover of Existing and Committed Facilities (£m)	40.0	40.1	40.9	41.5	42.1
Residual Expenditure (£m)	1.2	2.8	5.3	7.0	8.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	118	277	522	677	846

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	114.4	121.6	134.0	142.9	152.5
Market Share (%)	7.7	7.8	7.9	7.9	8.0
Expenditure Inflow (£m)	6.9	7.3	8.0	8.6	9.2
Total Turnover Potential (£m)	121.2	128.9	142.1	151.4	161.7
Benchmark Turnover of Existing and Committed Facilities (£m)	104.5	104.9	106.8	108.5	110.1
Residual Expenditure (£m)	16.7	23.9	35.2	43.0	51.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1670	2385	3448	4143	4899

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	27.9	28.4	30.6	32.2	34.5
Market Share (%)	1.9	1.8	1.8	1.8	1.8
Expenditure Inflow (£m)	2.4	2.4	2.6	2.7	2.9
Total Turnover Potential (£m)	30.2	30.8	33.2	34.9	37.5
Benchmark Turnover of Existing and Committed Facilities (£m)	34.8	35.0	35.6	36.2	36.7
Residual Expenditure (£m)	-4.6	-4.2	-2.4	-1.2	0.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-461	-418	-236	-117	71

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	15.3	16.2	17.6	18.5	19.6
Market Share (%)	1.0	1.0	1.0	1.0	1.0
Expenditure Inflow (£m)	2.8	3.0	3.2	3.4	3.6
Total Turnover Potential (£m)	18.1	19.1	20.8	22.0	23.2
Benchmark Turnover of Existing and Committed Facilities (£m)	15.4	15.4	15.7	16.0	16.2
Residual Expenditure (£m)	2.7	3.7	5.1	6.0	7.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	275	369	498	578	667

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1560.7	1703.9	1804.4	1915.0
Turnover from Study Area (£m)	92.3	96.9	105.2	110.7	117.4
Market Share (%)	6.21	6.21	6.17	6.14	6.1
Expenditure Inflow (£m)	14.1	14.8	16.1	16.9	18.0
Total Turnover Potential (£m)	106.4	111.8	121.3	127.7	135.4
Benchmark Turnover of Existing and Committed Facilities (£m)	100.8	101.2	103.0	104.6	106.1
Residual Expenditure (£m)	5.7	10.6	18.3	23.1	29.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	567	1054	1786	2227	2777

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	80.7	90.2	117.8	143.6	175.6
Market Share (%)	3.6	3.5	3.4	3.4	3.4
Expenditure Inflow (£m)	10.2	11.4	14.8	18.1	22.1
Total Turnover Potential (£m)	90.9	101.6	132.7	161.7	197.8
Benchmark Turnover of Existing and Committed Facilities (£m)	90.9	95.0	107.5	118.7	131.1
Residual Expenditure (£m)	0.0	6.6	25.1	42.9	66.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1260	4249	6570	9243

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	47.5	61.4	80.8	98.7	121.4
Market Share (%)	2.1	2.4	2.3	2.3	2.3
Expenditure Inflow (£m)	3.0	3.9	5.1	6.2	7.6
Total Turnover Potential (£m)	50.5	65.3	85.9	104.9	129.0
Benchmark Turnover of Existing and Committed Facilities (£m)	60.5	63.2	71.6	79.0	87.2
Residual Expenditure (£m)	-10.0	2.0	14.3	25.9	41.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2000	391	2422	3964	5792

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 - TREND GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2026

PENZANCE

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	115.1	130.8	170.6	207.8	253.1
Market Share (%)	5.1	5.0	4.9	4.9	4.9
Expenditure Inflow (£m)	10.4	11.8	15.4	18.7	22.8
Total Turnover Potential (£m)	125.5	142.5	186.0	226.5	275.9
Benchmark Turnover of Existing and Committed Facilities (£m)	125.5	131.2	148.5	164.0	181.1
Residual Expenditure (£m)	0.0	11.3	37.4	62.5	94.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	2160	6322	9558	13141

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	55.4	63.1	82.4	100.1	122.1
Market Share (%)	2.4	2.4	2.4	2.4	2.3
Expenditure Inflow (£m)	4.7	5.4	7.0	8.5	10.4
Total Turnover Potential (£m)	60.1	68.5	89.4	108.7	132.5
Benchmark Turnover of Existing and Committed Facilities (£m)	60.1	62.9	71.2	78.6	86.7
Residual Expenditure (£m)	0.0	5.6	18.2	30.1	45.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1076	3084	4606	6341

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	30.9	35.7	47.7	58.6	72.5
Market Share (%)	1.4	1.4	1.4	1.4	1.4
Expenditure Inflow (£m)	4.6	5.4	7.2	8.8	10.9
Total Turnover Potential (£m)	35.5	41.0	54.9	67.4	83.3
Benchmark Turnover of Existing and Committed Facilities (£m)	35.5	37.2	42.1	46.5	51.3
Residual Expenditure (£m)	0.0	3.9	12.8	21.0	32.1
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	737	2166	3212	4443

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	26.5	35.6	46.1	55.5	67.4
Market Share (%)	1.2	1.4	1.3	1.3	1.3
Expenditure Inflow (£m)	3.4	4.6	5.9	7.1	8.6
Total Turnover Potential (£m)	29.9	40.2	52.0	62.6	76.1
Benchmark Turnover of Existing and Committed Facilities (£m)	40.5	42.3	47.9	52.9	58.4
Residual Expenditure (£m)	-10.6	-2.1	4.1	9.7	17.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2120	-407	688	1491	2451

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 - TREND GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031

CPR

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	131.8	149.1	193.6	234.0	285.2
Market Share (%)	5.8	5.7	5.6	5.5	5.5
Expenditure Inflow (£m)	13.2	14.9	19.4	23.4	28.5
Total Turnover Potential (£m)	145.0	164.0	213.0	257.4	313.7
Benchmark Turnover of Existing and Committed Facilities (£m)	145.0	151.6	171.6	189.5	209.2
Residual Expenditure (£m)	0.0	12.4	41.4	67.9	104.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	2367	6996	10389	14490

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	29.4	43.9	57.8	70.5	86.6
Market Share (%)	1.3	1.7	1.7	1.7	1.7
Expenditure Inflow (£m)	4.6	6.8	9.0	11.0	13.5
Total Turnover Potential (£m)	34.0	50.7	66.9	81.5	100.1
Benchmark Turnover of Existing and Committed Facilities (£m)	51.0	53.3	60.4	66.7	73.6
Residual Expenditure (£m)	-17.0	-2.6	6.5	14.8	26.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-3400	-497	1096	2267	3679

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	46.3	53.0	70.4	86.5	106.8
Market Share (%)	2.0	2.0	2.0	2.0	2.1
Expenditure Inflow (£m)	3.0	3.4	4.5	5.5	6.8
Total Turnover Potential (£m)	49.2	56.4	74.9	92.0	113.6
Benchmark Turnover of Existing and Committed Facilities (£m)	49.2	51.5	58.3	64.3	71.0
Residual Expenditure (£m)	0.0	4.9	16.6	27.7	42.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	937	2807	4239	5903

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 - TREND GROWTH SCENARIO

TABLE 16: COMPARISON GOODS CAPACITY 2009-2031

BUDE

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	27.7	31.6	41.3	50.2	61.1
Market Share (%)	1.2	1.2	1.2	1.2	1.2
Expenditure Inflow (£m)	3.4	3.9	5.1	6.2	7.6
Total Turnover Potential (£m)	31.2	35.5	46.4	56.4	68.7
Benchmark Turnover of Existing and Committed Facilities (£m)	31.2	32.6	36.9	40.8	45.0
Residual Expenditure (£m)	0.0	2.9	9.5	15.6	23.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	555	1600	2391	3281

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	119.4	154.5	205.5	252.3	311.5
Market Share (%)	5.3	5.9	6.0	6.0	6.0
Expenditure Inflow (£m)	9.6	12.4	16.4	20.2	24.9
Total Turnover Potential (£m)	129.0	166.9	222.0	272.5	336.4
Benchmark Turnover of Existing and Committed Facilities (£m)	150.0	156.9	177.5	196.0	216.4
Residual Expenditure (£m)	-21.0	10.1	44.4	76.5	120.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-4202	1922	7505	11706	16629

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	12.2	13.8	18.0	21.9	26.6
Market Share (%)	0.5	0.5	0.5	0.5	0.5
Expenditure Inflow (£m)	0.4	0.4	0.5	0.7	0.8
Total Turnover Potential (£m)	12.6	14.2	18.5	22.6	27.4
Benchmark Turnover of Existing and Committed Facilities (£m)	12.6	13.1	14.9	16.4	18.1
Residual Expenditure (£m)	0.0	1.0	3.7	6.1	9.3
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	199	619	940	1291

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	14.9	17.0	22.3	27.1	33.1
Market Share (%)	0.7	0.7	0.6	0.6	0.6
Expenditure Inflow (£m)	3.0	3.4	4.5	5.4	6.6
Total Turnover Potential (£m)	17.8	20.4	26.7	32.5	39.8
Benchmark Turnover of Existing and Committed Facilities (£m)	17.8	18.6	21.1	23.3	25.7
Residual Expenditure (£m)	0.0	1.8	5.6	9.2	14.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	337	952	1416	1945

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 - TREND GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2601.3	3448.0	4228.7	5197.3
Turnover from Study Area (£m)	460.7	493.3	652.1	798.7	980.8
Market Share (%)	20.3	19.0	18.9	18.9	18.9
Expenditure Inflow (£m)	23.0	24.7	32.6	39.9	49.0
Total Turnover Potential (£m)	483.7	518.0	684.7	838.6	1029.8
Benchmark Turnover of Existing and Committed Facilities (£m)	407.7	426.4	482.6	532.8	588.3
Residual Expenditure (£m)	76.0	91.6	202.1	305.8	441.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	15203	17518	34144	46803	61206

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