

CORNWALL COUNCIL
CORNWALL RETAIL STUDY

Technical Annex 3

Population & Household Based Growth Scenario

Population

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	35,233	36,183	36,733	37,133	500	1.4	1,450	4.2	2,000	5.758213	2,400	6.909855
2	hayle & st ives	12,644	12,839	13,154	13,379	13,574	195	1.5	510	4.0	735	5.813034	930	7.355267
3	hayle & st ives	20,088	20,543	21,278	21,803	22,258	455	2.3	1,190	5.9	1,715	8.537435	2,170	10.80247
4	helston	29,796	31,196	33,196	34,546	35,896	1,400	4.7	3,400	11.4	4,750	15.94174	6,100	20.47255
5	falmouth	38,715	41,165	45,365	48,615	51,815	2,450	6.3	6,650	17.2	9,900	25.57148	13,100	33.83701
6	camborne & redruth	25,353	26,028	27,348	28,203	28,968	675	2.7	1,995	7.9	2,850	11.24127	3,615	14.25867
7	camborne & redruth	13,653	14,328	15,648	16,503	17,268	675	4.9	1,995	14.6	2,850	20.87453	3,615	26.4777
8	camborne & redruth	11,776	12,451	13,771	14,626	15,391	675	5.7	1,995	16.9	2,850	24.20177	3,615	30.69803
9	camborne & redruth	19,762	19,987	20,427	20,712	20,967	225	1.1	665	3.4	950	4.807206	1,205	6.097561
10	truro	28,885	30,645	33,405	35,485	37,525	1,760	6.1	4,520	15.6	6,600	22.84923	8,640	29.91172
11	st agnes	12,095	12,895	14,145	15,145	16,045	800	6.6	2,050	16.9	3,050	25.21703	3,950	32.65812
12	truro	10,253	10,693	11,383	11,903	12,413	440	4.3	1,130	11.0	1,650	16.09285	2,160	21.067
13	newquay	37,237	38,137	39,487	40,537	41,387	900	2.4	2,250	6.0	3,300	8.862153	4,150	11.14483
14	china clay / st austell	51879	55,429	60,679	64,529	68,029	3,550	6.8	8,800	17.0	12,650	24.38366	16,150	31.13013
15	st blazey	18938	18,988	19,038	19,138	19,188	50	0.3	100	0.5	200	1.056078	250	1.320097
16	bodmin	24201	25,401	27,201	28,501	29,701	1,200	5.0	3,000	12.4	4,300	17.76786	5,500	22.72633
17	wadebridge	20401	20,301	20,201	20,251	20,101	-100	-0.5	-200	-1.0	-150	-0.73526	-300	-1.47052
18	liskeard	32536	33,486	34,836	35,736	36,586	950	2.9	2,300	7.1	3,200	9.835259	4,050	12.44775
19	saltash	36732	37,482	38,582	39,182	39,532	750	2.0	1,850	5.0	2,450	6.669934	2,800	7.622781
20	callington	14789	15,539	16,689	17,539	18,239	750	5.1	1,900	12.8	2,750	18.5949	3,450	23.32815
21	launceston	20380	22,080	24,580	26,480	28,280	1,700	8.3	4,200	20.6	6,100	29.93131	7,900	38.76349
22	camelford	8892	9,692	10,942	11,842	12,742	800	9.0	2,050	23.1	2,950	33.17589	3,850	43.29735
23	bude	26135	26,735	27,535	28,135	28,735	600	2.3	1,400	5.4	2,000	7.652573	2,600	9.948345
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	900,360	953,245	988,599	1,021,753	33,008	3.8	85,893	9.9	121,247	13.97898	154,401	17.80142

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCEN

**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 - POPULATION AND HOUSEHOLD 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 - POPULATION AND HOUSEHOLD GROWTH SCEN

**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	61.5	66.2	69.6
2	21.7	22.4	24.1	25.3
3	34.4	35.9	38.9	41.3
4	51.0	54.5	60.7	65.4
5	66.3	71.9	83.0	92.1
6	43.4	45.5	50.0	53.4
7	23.4	25.0	28.6	31.2
8	20.2	21.7	25.2	27.7
9	33.9	34.9	37.4	39.2
10	49.5	53.5	61.1	67.2
11	20.7	22.5	25.9	28.7
12	17.6	18.7	20.8	22.5
13	63.8	66.6	72.2	76.8
14	88.9	96.8	111.0	122.2
15	32.4	33.2	34.8	36.2
16	41.5	44.4	49.7	54.0
17	34.9	35.5	36.9	38.3
18	55.7	58.5	63.7	67.7
19	62.9	65.5	70.6	74.2
20	25.3	27.1	30.5	33.2
21	34.9	38.6	44.9	50.1
22	15.2	16.9	20.0	22.4
23	44.8	46.7	50.4	53.3
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	1572.6	1743.1	1871.9

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	21.0	27.4	33.4	40.5
2	6.8	7.7	10.0	12.2	14.8
3	10.8	12.2	16.1	19.8	24.2
4	15.9	18.6	25.1	31.4	39.1
5	20.7	24.5	34.4	44.2	56.4
6	13.6	15.5	20.7	25.6	31.6
7	7.3	8.5	11.9	15.0	18.8
8	6.3	7.4	10.4	13.3	16.8
9	10.6	11.9	15.5	18.8	22.8
10	15.5	18.3	25.3	32.2	40.9
11	6.5	7.7	10.7	13.8	17.5
12	5.5	6.4	8.6	10.8	13.5
13	19.9	22.7	29.9	36.8	45.1
14	27.8	33.0	46.0	58.6	74.1
15	10.1	11.3	14.4	17.4	20.9
16	13.0	15.1	20.6	25.9	32.4
17	10.9	12.1	15.3	18.4	21.9
18	17.4	20.0	26.4	32.5	39.9
19	19.7	22.3	29.2	35.6	43.1
20	7.9	9.3	12.6	15.9	19.9
21	10.9	13.2	18.6	24.1	30.8
22	4.8	5.8	8.3	10.8	13.9
23	14.0	15.9	20.9	25.6	31.3
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	536.6	722.1	898.1	1113.1

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	11.4	14.9	18.2	22.0
2	3.7	4.2	5.4	6.6	8.1
3	5.9	6.7	8.8	10.8	13.2
4	8.7	10.1	13.7	17.1	21.3
5	11.3	13.4	18.7	24.1	30.8
6	7.4	8.5	11.3	14.0	17.2
7	4.0	4.7	6.5	8.2	10.2
8	3.4	4.0	5.7	7.2	9.1
9	5.8	6.5	8.4	10.3	12.4
10	8.4	10.0	13.8	17.6	22.3
11	3.5	4.2	5.8	7.5	9.5
12	3.0	3.5	4.7	5.9	7.4
13	10.9	12.4	16.3	20.1	24.6
14	15.1	18.0	25.0	31.9	40.4
15	5.5	6.2	7.9	9.5	11.4
16	7.1	8.2	11.2	14.1	17.6
17	5.9	6.6	8.3	10.0	11.9
18	9.5	10.9	14.4	17.7	21.7
19	10.7	12.2	15.9	19.4	23.5
20	4.3	5.0	6.9	8.7	10.8
21	5.9	7.2	10.1	13.1	16.8
22	2.6	3.1	4.5	5.9	7.6
23	7.6	8.7	11.4	13.9	17.1
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	292.4	393.4	489.3	606.4

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	17.0	20.7	25.1
2	4.2	4.8	6.2	7.6	9.2
3	6.7	7.6	10.0	12.3	15.1
4	9.9	11.6	15.6	19.5	24.3
5	12.9	15.3	21.4	27.5	35.1
6	8.4	9.6	12.9	15.9	19.6
7	4.5	5.3	7.4	9.3	11.7
8	3.9	4.6	6.5	8.3	10.4
9	6.6	7.4	9.6	11.7	14.2
10	9.6	11.4	15.7	20.0	25.4
11	4.0	4.8	6.7	8.6	10.9
12	3.4	4.0	5.4	6.7	8.4
13	12.4	14.1	18.6	22.9	28.0
14	17.3	20.5	28.6	36.4	46.1
15	6.3	7.0	9.0	10.8	13.0
16	8.1	9.4	12.8	16.1	20.1
17	6.8	7.5	9.5	11.4	13.6
18	10.8	12.4	16.4	20.2	24.8
19	12.2	13.9	18.2	22.1	26.8
20	4.9	5.8	7.9	9.9	12.4
21	6.8	8.2	11.6	15.0	19.2
22	3.0	3.6	5.2	6.7	8.6
23	8.7	9.9	13.0	15.9	19.5
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	333.6	448.9	558.2	691.9

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	6.9	8.4
2	1.4	1.6	2.1	2.5	3.1
3	2.2	2.5	3.4	4.1	5.0
4	3.3	3.9	5.2	6.5	8.1
5	4.3	5.1	7.2	9.2	11.8
6	2.8	3.2	4.3	5.3	6.6
7	1.5	1.8	2.5	3.1	3.9
8	1.3	1.5	2.2	2.8	3.5
9	2.2	2.5	3.2	3.9	4.8
10	3.2	3.8	5.3	6.7	8.5
11	1.3	1.6	2.2	2.9	3.6
12	1.1	1.3	1.8	2.3	2.8
13	4.1	4.7	6.2	7.7	9.4
14	5.8	6.9	9.6	12.2	15.4
15	2.1	2.4	3.0	3.6	4.4
16	2.7	3.2	4.3	5.4	6.7
17	2.3	2.5	3.2	3.8	4.6
18	3.6	4.2	5.5	6.8	8.3
19	4.1	4.7	6.1	7.4	9.0
20	1.6	1.9	2.6	3.3	4.1
21	2.3	2.7	3.9	5.0	6.4
22	1.0	1.2	1.7	2.2	2.9
23	2.9	3.3	4.3	5.3	6.5
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	111.7	150.4	187.0	231.8

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	19.1	23.3	28.3
2	4.7	5.3	7.0	8.5	10.3
3	7.5	8.6	11.3	13.8	16.9
4	11.1	13.0	17.6	21.9	27.3
5	14.5	17.1	24.0	30.8	39.4
6	9.5	10.8	14.5	17.9	22.0
7	5.1	6.0	8.3	10.5	13.1
8	4.4	5.2	7.3	9.3	11.7
9	7.4	8.3	10.8	13.1	16.0
10	10.8	12.8	17.7	22.5	28.6
11	4.5	5.4	7.5	9.6	12.2
12	3.8	4.5	6.0	7.6	9.4
13	13.9	15.9	20.9	25.7	31.5
14	19.4	23.1	32.1	40.9	51.8
15	7.1	7.9	10.1	12.1	14.6
16	9.0	10.6	14.4	18.1	22.6
17	7.6	8.5	10.7	12.9	15.3
18	12.2	13.9	18.4	22.7	27.8
19	13.7	15.6	20.4	24.9	30.1
20	5.5	6.5	8.8	11.1	13.9
21	7.6	9.2	13.0	16.8	21.5
22	3.3	4.0	5.8	7.5	9.7
23	9.8	11.1	14.6	17.9	21.9
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	374.8	504.4	627.3	777.5

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	20.2	26.4	32.1	39.0
2	6.5	7.4	9.6	11.7	14.2
3	10.4	11.8	15.5	19.1	23.4
4	15.4	17.9	24.2	30.2	37.7
5	20.0	23.6	33.1	42.5	54.4
6	13.1	14.9	20.0	24.7	30.4
7	7.0	8.2	11.4	14.4	18.1
8	6.1	7.1	10.0	12.8	16.1
9	10.2	11.5	14.9	18.1	22.0
10	14.9	17.6	24.4	31.0	39.4
11	6.2	7.4	10.3	13.3	16.8
12	5.3	6.1	8.3	10.4	13.0
13	19.2	21.9	28.8	35.5	43.4
14	26.7	31.8	44.3	56.5	71.4
15	9.8	10.9	13.9	16.7	20.1
16	12.5	14.6	19.8	24.9	31.2
17	10.5	11.7	14.7	17.7	21.1
18	16.8	19.2	25.4	31.3	38.4
19	18.9	21.5	28.1	34.3	41.5
20	7.6	8.9	12.2	15.3	19.1
21	10.5	12.7	17.9	23.2	29.7
22	4.6	5.6	8.0	10.4	13.4
23	13.5	15.3	20.1	24.6	30.1
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	516.8	695.5	865.0	1072.0

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	17.8	23.3	28.3	34.3
2	5.7	6.5	8.5	10.3	12.5
3	9.1	10.4	13.7	16.8	20.6
4	13.5	15.8	21.3	26.6	33.2
5	17.6	20.8	29.2	37.5	47.9
6	11.5	13.2	17.6	21.7	26.8
7	6.2	7.2	10.1	12.7	16.0
8	5.3	6.3	8.9	11.3	14.2
9	9.0	10.1	13.1	16.0	19.4
10	13.1	15.5	21.5	27.4	34.7
11	5.5	6.5	9.1	11.7	14.8
12	4.7	5.4	7.3	9.2	11.5
13	16.9	19.3	25.4	31.2	38.3
14	23.6	28.0	39.0	49.7	62.9
15	8.6	9.6	12.2	14.8	17.7
16	11.0	12.8	17.5	22.0	27.5
17	9.3	10.3	13.0	15.6	18.6
18	14.8	16.9	22.4	27.5	33.8
19	16.7	19.0	24.8	30.2	36.5
20	6.7	7.9	10.7	13.5	16.9
21	9.3	11.2	15.8	20.4	26.1
22	4.0	4.9	7.0	9.1	11.8
23	11.9	13.5	17.7	21.7	26.6
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	455.3	612.7	762.0	944.4

Notes:

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

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	0.9	23.0	0.0	0.0	0.3	0.9	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	25.8
Asda, Penryn	0.0	0.0	0.0	0.9	5.2	0.0	0.0	0.2	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	7.0	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	0.0	0.0	0.0	0.0	7.4
Co-op, Ponsharden, Falmouth	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.0
Iceland, Berkeley Vale, Falmouth	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	0.0	0.0	0.0	0.0	0.0	1.9
Marks & Spencer, Falmouth	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Other	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
PENZANCE	17.6	0.7	2.7	0.2	0.2	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	0.0	22.3
Tesco, Penzance	2.8	0.1	0.9	0.0	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	4.4
Safeway / Morrisons, Penzance	2.3	0.1	1.1	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	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	0.3	0.0	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	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	0.0	1.4
Other	4.8	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
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	0.2	2.4	0.0	1.7	0.0	0.0	4.3
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	2.0	0.0	1.7	0.0	0.0	4.0
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	0.0	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	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
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	0.0	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	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
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	0.2	0.6	5.5	0.0	0.0	0.0	0.0	0.0	0.0	6.3
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	3.8	0.0	0.0	0.0	0.0	0.0	0.0	4.1
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	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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4
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	0.0	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	13.6	1.4	0.4	0.2	0.0	0.0	1.7	0.0	0.2	18.0
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	7.9	1.1	0.2	0.0	0.0	0.0	1.7	0.0	0.2	11.3
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	2.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.2
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	3.6	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	4.4
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	0.2	0.4	0.0	1.1	7.0	0.0	0.0	0.0	0.0	1.0	0.0	3.5	0.0	0.0	13.3
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	1.6	0.0	0.0	0.0	0.0	0.3	0.0	1.7	0.0	0.0	4.1
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	2.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.7
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	0.7	0.0	0.0	0.0	0.0	0.5	0.0	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	1.7	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	3.5
HELSTON	0.0	0.0	0.4	13.3	0.7	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	0.2	0.0	0.0	0.0	0.0	15.4
Tesco, Helston	0.0	0.0	0.1	6.8	0.4	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	8.0
Somerfield, Helston	0.0	0.0	0.1	2.9	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	0.2	0.0	0.0	0.0	3.4
Lidl, Helston	0.0	0.0	0.1	2.9	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	3.2
Other	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
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.5	0.6	0.7	14.8	9.0	7.6	7.0	0.4	0.5	0.0	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	0.0	43.2
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.2	0.0	6.5	0.1	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	7.5
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.4	0.2	1.6	3.4	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	0.0	7.3
Tesco Extra, Pool	0.0	0.0	0.3	0.2	0.0	0.9	1.3	0.3	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	3.8
Morrisons, Pool	0.0	0.0	0.1	0.2	0.0	1.5	2.5	0.7	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	6.1
Aldi, Church Street, Camborne	0.0	0.0	0.3	0.0	0.0	1.5	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	0.0	2.7
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	0.0	1.6
Iceland, Trelowarren Street, Camborne	0.0	0.0	0.0	0.0	0.0	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	2.7	
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.4	1.1	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	2.9	
Other	0.0	0.0	0.3	0.2	0.3	0.9	2.7	2.0	1.2	0.4	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5
NEWQUAY	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	14.9
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	5.9	0.0	0.0	0.0	0.0	0.0										

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

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	0.9	25.4	0.0	0.0	0.3	0.9	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	28.4
Asda, Penryn	0.0	0.0	0.0	0.9	5.7	0.0	0.0	0.2	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	7.8	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	0.0	8.1
Co-op, Ponsharden, Falmouth	0.0	0.0	0.0	0.0	1.6	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	0.0	2.2
Iceland, Berkeley Vale, Falmouth	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	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Marks & Spencer, Falmouth	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other	0.0	0.0	0.0	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	6.7
PENZANCE	18.5	0.7	2.9	0.2	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.4
Tesco, Penzance	2.9	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Safeway / Morrisons, Penzance	2.4	0.1	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Co-op, Penzance	5.8	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	0.0	6.6
Lidl, Penzance	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	1.5
Other	5.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
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	0.2	2.6	0.0	1.9	0.0	0.0	4.7
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	2.3	0.0	1.9	0.0	0.0	4.3
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	0.4	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	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
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	1.0	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	0.0	0.0	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
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	0.6	5.9	0.0	0.0	0.0	0.0	0.0	0.0	6.7
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	4.1	0.0	0.0	0.0	0.0	0.0	0.0	4.4
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	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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.9
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	14.4	1.4	0.4	0.2	0.0	0.0	1.9	0.0	0.2	19.1
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	8.4	1.2	0.2	0.0	0.0	0.0	1.9	0.0	0.2	12.0
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	2.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	2.4
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	3.8	0.3	0.2	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	0.2	0.5	0.0	1.2	7.2	0.0	0.0	0.0	0.0	1.1	0.0	3.7	0.0	0.0	14.0
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	0.2	0.0	0.0	0.5	1.7	0.0	0.0	0.0	0.0	0.4	0.0	1.9	0.0	0.0	4.4
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	0.5	3.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.9
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	0.5	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	2.1
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	3.7
HELSTON	0.0	0.0	0.4	14.3	0.8	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	0.2	0.0	0.0	0.0	0.0	16.6
Tesco, Helston	0.0	0.0	0.1	7.3	0.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6
Somerfield, Helston	0.0	0.0	0.1	3.1	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	0.2	0.0	0.0	0.0	0.0	3.7
Lidl, Helston	0.0	0.0	0.1	3.1	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	0.0	0.0	0.0	0.0	0.0	3.4
Other	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.6	0.7	0.8	15.8	9.7	8.3	7.3	0.4	0.5	0.0	0.0	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	46.3
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.2	0.0	6.9	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	0.0	7.9
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.4	0.2	1.7	3.7	1.5	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9
Tesco Extra, Pool	0.0	0.0	0.3	0.2	0.0	1.0	1.4	0.3	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	4.1
Morrisons, Pool	0.0	0.0	0.1	0.2	0.0	1.6	2.7	0.8	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	6.6
Aldi, Church Street, Camborne	0.0	0.0	0.3	0.0	0.0	1.6	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Lidl, Camborne	0.0	0.0	0.1	0.0	0.0	0.8	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	1.7
Iceland, Trelowarren Street, Camborne	0.0	0.0	0.0	0.0	0.0	2.8	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	0.0	0.0	0.0	0.0	0.0	0.0	2.9	
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.4	1.2	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	3.1
Other	0.0	0.0	0.3	0.2	0.4	1.0	2.9	2.2	1.2	0.4	0.2	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	9.1
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	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.8
Safeway / Morrisons, Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	6.3	0.0	0.0												

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

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

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

market shares taken from cornwall household shopping survey

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

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

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	11.0	0.3	0.0	0.3	1.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	14.5
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	7.4	3.0	0.6	0.1	0.4	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	12.7
Truro	2.8	2.9	2.8	9.1	6.9	6.6	4.1	4.1	7.1	13.0	5.5	4.4	12.7	16.5	3.9	4.4	5.7	1.0	0.1	0.0	0.5	2.1	0.3	1.5	0.2	0.1	118.4
Penzance	12.0	1.8	3.4	0.6	0.1	0.7	0.1	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	19.1
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	0.3	0.5	4.1	0.2	0.2	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.2	6.2
Camborne	0.0	0.0	0.8	0.4	0.0	2.9	0.3	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	5.6
Hayle	0.9	0.6	1.2	0.6	0.0	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.5
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	3.4
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	0.5	2.2	0.0	0.9	0.0	0.1	0.1	4.0
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	1.0	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	0.1	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	1.0
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	0.2	0.3	0.1	0.2	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	1.8	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	1.4	2.4	0.4	0.3	0.3	1.0	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	2.7	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	3.1	0.9	0.7	0.5	0.7	0.9	0.3	0.5	2.2	2.8	1.2	1.4	1.2	1.1	0.6	0.4	0.4	0.2	0.1	3.3	0.1	0.0	28.7
Penzance	1.1	0.5	0.8	0.7	0.0	0.6	0.2	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	
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	0.2	0.1	0.8	0.2	0.3	0.0	0.0	0.1	0.1	0.0	0.0	0.0	2.0	
Camborne	0.0	0.1	0.3	0.1	0.1	0.5	0.3	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	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	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	1.9	
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	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	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	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	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	0.1	
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	0.9	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	0.3	
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	
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	0.1	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	0.8	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.8	0.0	0.0	1.0	
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	0.8	
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	0.9	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.2	1.4	15.5	0.4	0.0	0.4	1.6	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	20.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	10.3	3.8	0.8	0.1	0.5	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	17.3
Truro	3.6	3.8	3.7	12.4	9.7	8.9	5.6	5.8	9.2	18.0	7.6	6.0	16.7	22.9	5.0	6.0	7.2	1.3	0.2	0.0	0.8	3.1	0.4	2.0	0.3	0.1	160.2
Penzance	15.7	2.3	4.5	0.8	0.2	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	0.6	5.6	0.3	0.3	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.3	8.4
Camborne	0.0	0.0	1.1	0.5	0.0	3.8	0.4	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	7.5
Hayle	1.2	0.7	1.6	0.8	0.0	1.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.0
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	0.4	3.1	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.0	0.0	4.5
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	0.7	3.0	0.0	1.2	0.0	0.1	0.1	5.6
Redruth	0.0	0.0	0.1	0.0	0.2	0.0	1.4	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
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	0.1	0.0	3.2	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.0	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	3.2
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	1.0	0.0	0.0	1.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.0	0.0	0.0	1.3
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.4	0.2	0.3	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.3	3.3
Helston	0.0	0.0	0.1	2.4	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	1.2	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	1.8	3.3	0.5	0.4	0.4	1.3	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.1
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	3.7	0.7	0.4	0.1	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	7.1
Truro	3.9	0.9	1.4	1.8	4.4	1.2	1.0	0.7	0.9	1.2	0.5	0.6	2.9	3.9	1.6	2.0	1.5	1.5	0.8	0.6	0.5	0.3	0.1	4.4	0.2	0.0	38.6
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	5.9
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	0.3	0.1	1.2	0.3	0.4	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	2.7
Camborne	0.0	0.1	0.4	0.1	0.1	0.6	0.4	0.1	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.3	
Hayle	0.8	0.7	0.6	0.1	0.0	1.2	0.2	0.2	0.5	0.1	0.1	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	1.0	0.2	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	0.2	0.0	0.2	1.5	0.2	0.4	0.0	0.2	0.0	2.6
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.5	0.3	0.2	0.3	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	1.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.4	0.3	0.2	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	0.1	0.0	0.0	1.1	0.0	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	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
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	1.3
Helston	0.1	0.0	0.1	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
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	1.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	1.7	19.9	0.5	0.0	0.5	1.9	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	25.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	13.1	4.6	1.0	0.1	0.6	0.0	0.0	0.3	0.7	0.0	0.0	0.0	0.0	21.7
Truro	4.4	4.7	4.5	15.4	12.5	11.0	7.1	7.4	11.2	23.0	9.8	7.5	20.5	29.2	6.1	7.5	8.6	1.6	0.2	0.0	1.0	4.0	0.5	2.4	0.4	0.2	200.6
Penzance	19.1	2.9	5.5	1.0	0.2	1.2	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.7
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	7.0	0.3	0.4	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.3	10.5
Camborne	0.0	0.0	1.3	0.6	0.0	4.7	0.4	0.6	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	9.3
Hayle	1.4	0.9	2.0	1.0	0.0	1.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	7.4
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	0.6	3.7	0.0	0.0	0.0	0.0	1.1	0.2	0.0	0.0	0.0	5.5
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	0.4	0.0	0.9	3.9	0.0	1.5	0.0	0.2	0.2	7.0
Redruth	0.0	0.0	0.1	0.0	0.2	0.0	1.8	1.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
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	0.1	0.0	4.0	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	4.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
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	0.6	0.4	0.0	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	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.2	0.0	0.0	1.6
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.3	0.5	0.2	0.3	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.3	4.1
Helston	0.0	0.0	0.1	3.0	0.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Other Stores in Cornwall	0.0	0.0	0.1	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	0.0	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 - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	2.3	4.3	0.7	0.6	0.5	1.6	1.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.5
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7	4.7	0.8	0.5	0.1	0.7	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	9.0
Truro	4.7	1.1	1.7	2.2	5.6	1.5	1.3	0.9	1.1	1.5	0.6	0.8	3.5	5.0	1.9	2.5	1.8	1.8	1.0	0.8	0.7	0.3	0.1	5.4	0.2	0.0	48.1
Penzance	1.8	0.8	1.3	1.1	0.0	1.1	0.4	0.3	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.2	1.4	0.3	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	3.4
Camborne	0.0	0.1	0.5	0.1	0.1	0.8	0.5	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	2.9	
Hayle	1.0	0.8	0.8	0.2	0.0	1.4	0.3	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	6.0	
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	0.7	1.2	0.2	0.0	0.0	0.0	0.6	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	1.9	0.2	0.4	0.0	0.2	3.3	
Redruth	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.6	0.3	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.7	0.3	0.3	0.0	0.1	0.0	0.0	0.0	2.6	
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	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	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	0.1	0.0	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.4	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	
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	0.5	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.1	0.1	0.0	0.3	0.2	0.2	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	1.2	0.0	0.0	1.6	
Helston	0.1	0.0	0.1	1.0	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	1.4	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.2	0.0	0.0	0.1	0.0	0.0	1.6	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	2.2	25.4	0.6	0.0	0.6	2.3	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	32.5
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	1.2	16.6	5.5	1.3	0.1	0.7	0.0	0.0	0.4	0.9	0.0	0.0	0.0	0.0	27.1
Truro	5.3	5.7	5.6	19.2	16.0	13.5	8.9	9.3	13.6	29.2	12.5	9.4	25.2	37.0	7.3	9.4	10.2	1.9	0.3	0.0	1.3	5.1	0.6	3.0	0.4	0.2	250.0
Penzance	23.1	3.5	6.7	1.2	0.3	1.4	0.1	0.1	0.3	0.2	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	37.4
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.9	8.8	0.4	0.5	0.0	0.0	0.2	1.0	0.0	0.0	0.0	0.4	13.1
Camborne	0.0	0.0	1.6	0.8	0.0	5.8	0.6	0.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	11.4
Hayle	1.7	1.1	2.5	1.2	0.0	1.7	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	9.1
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	0.7	4.4	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	6.7
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	0.5	0.0	1.2	5.0	0.0	1.8	0.0	0.2	0.2	8.9
Redruth	0.0	0.0	0.2	0.0	0.3	0.0	2.2	1.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
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	0.1	0.0	4.9	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.5
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	0.0	4.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.5	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	0.0	0.5	0.0	0.0	1.5	0.0	0.0	2.0
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.3	0.6	0.3	0.4	1.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.4	5.0
Helston	0.0	0.0	0.2	3.8	0.3	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Other Stores in Cornwall	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.1	0.5	0.0	0.0	0.0	0.2	0.2	0.0	0.0	1.8	

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD 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	2.9	5.4	0.8	0.7	0.6	1.9	1.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.4
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.9	6.0	1.0	0.6	0.1	0.9	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	11.2
Truro	5.7	1.3	2.1	2.7	7.2	1.9	1.6	1.2	1.3	2.0	0.8	1.0	4.3	6.3	2.3	3.1	2.2	2.3	1.2	1.0	0.9	0.4	0.1	6.7	0.3	0.0	59.7
Penzance	2.2	1.0	1.6	1.4	0.0	1.3	0.5	0.3	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.2	1.8	0.4	0.7	0.0	0.0	0.1	0.3	0.0	0.0	0.0	4.2	
Camborne	0.0	0.2	0.6	0.1	0.1	0.9	0.6	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.5	
Hayle	1.2	1.0	0.9	0.2	0.0	1.8	0.3	0.3	0.8	0.2	0.2	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	7.3	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.9	1.4	0.2	0.0	0.0	0.0	0.7	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	2.4	0.3	0.5	0.0	0.3	4.2	
Redruth	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.8	0.4	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	2.0	0.4	0.4	0.0	0.1	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	0.2	0.2	0.0	3.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	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	0.1	
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	1.7	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	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.6	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.1	0.1	0.0	0.4	0.2	0.3	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.5	0.0	0.0	1.9	
Helston	0.1	0.0	0.1	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.2	0.0	0.0	0.1	0.0	0.0	1.9	

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	0.0	0.1	0.0	0.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	0.5	0.4	0.0	1.5	0.8	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	1.8
Helston	0.0	0.0	0.0	1.9	0.1	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.3	0.2	0.1	0.2	0.1	0.5	0.1	0.3	0.2	0.0	0.1	0.0	0.1	0.1	2.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.3	0.8	0.3	0.1	0.0	0.1	0.4	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
St Austell	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2	0.2	0.9	0.2	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Truro	0.9	0.2	0.3	0.3	0.8	0.6	0.2	0.3	0.3	0.7	0.2	0.2	1.2	1.0	0.5	0.6	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	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	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	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	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	0.0	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	0.0	0.1	0.0	0.0	0.0	0.0	0.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5	0.4	0.1	0.2	0.0	0.3	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	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	0.0	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	0.0	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	0.2	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	0.1	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	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	0.1	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	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	0.2	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	0.0	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	0.0	2.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.2	0.1	0.1	1.3	5.0	0.4	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	8.8
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	7.9	2.4	0.8	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	13.2
Truro	1.6	1.6	2.4	2.5	4.0	1.9	1.5	1.3	1.6	6.8	2.8	2.1	5.5	4.5	1.3	1.1	1.4	0.2	0.1	0.1	0.1	0.9	0.1	0.5	0.1	0.0	45.8
Penzance	6.7	0.6	1.2	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	3.9
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	4.5
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	2.4	0.1	0.0	0.0	0.1	0.4	0.2	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	0.0	0.0	0.3	3.3	0.4	0.5	0.0	0.2	0.2	5.0
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	0.0	0.1	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	0.7	0.5	0.7	0.3	4.4	0.7	0.1	0.3	0.2	0.4	0.5	0.2	0.0	10.0
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	1.9	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	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	0.0	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	0.2	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	0.2	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	0.5	0.5	0.0	1.7	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	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	2.0
Helston	0.0	0.0	0.0	2.2	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	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	0.3	0.1	0.6	0.1	0.3	0.2	0.0	0.2	0.0	0.1	0.1	3.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.4	1.0	0.4	0.1	0.0	0.1	0.5	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.3	0.2	1.1	0.2	0.1	0.1	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7
Truro	1.0	0.3	0.3	0.4	1.0	0.7	0.3	0.4	0.3	0.8	0.3	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	0.0	10.4
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	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	0.2	0.1	0.0	0.0	0.1	0.1	0.0	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	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	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.7
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	0.5	0.5	0.1	0.3	0.0	0.3	0.1	2.0
Redruth	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	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	0.0	0.6
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.0	0.0	0.1	0.1	0.3	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3
Helston	0.0	0.0	0.0	0.6	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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.7	0.2	0.1	0.0	0.0	0.0	1.6	0.0	0.0	3.0

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	1.8	7.0	0.6	0.3	0.2	1.0	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.5	1.1	11.0	3.1	1.1	0.3	0.1	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	17.9
Truro	2.1	2.0	3.2	3.4	5.6	2.5	2.1	1.8	2.0	9.5	3.9	2.8	7.2	6.2	1.7	1.4	1.7	0.3	0.1	0.1	0.1	1.2	0.1	0.7	0.1	0.0	62.0
Penzance	8.7	0.8	1.6	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	0.3	3.3	0.7	0.1	0.1	0.1	0.1	0.4	0.0	0.0	0.0	0.0	5.2
Camborne	0.0	0.4	0.9	0.5	0.1	2.4	0.3	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
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	0.5
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	3.0	0.1	0.0	0.0	0.1	0.5	0.3	0.0	0.0	0.0	4.6
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	0.4	4.7	0.5	0.7	0.0	0.3	0.3	7.0
Redruth	0.1	0.0	0.0	0.5	0.1	0.6	0.9	1.1	1.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	4.9
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	0.4	5.8	0.9	0.1	0.4	0.4	0.5	0.7	0.2	0.0	13.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.6	0.0	0.0	0.0	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	2.2	1.2	0.5	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4
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	0.2	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	3.0	0.1	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.7
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	0.4	0.1	0.3	0.1	0.8	0.1	0.4	0.3	0.0	0.2	0.0	0.1	0.1	4.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.5	1.4	0.5	0.2	0.0	0.1	0.7	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.4	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	3.7
Truro	1.3	0.4	0.4	0.5	1.3	0.9	0.4	0.6	0.4	1.1	0.3	0.4	1.8	1.7	0.7	1.0	0.5	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	14.1
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	0.3	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	2.0
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	0.2	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	0.0	0.0	0.0	0.7	0.7	0.1	0.4	0.0	0.4	0.2	2.7	
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	1.5
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	0.6	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	0.7
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.1	0.0	0.1	0.2	0.4	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.9	0.2	0.1	0.0	0.0	0.0	2.1	0.0	0.0	4.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.4	0.1	0.1	2.2	9.0	0.7	0.4	0.2	1.2	0.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3
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	14.0	3.7	1.4	0.4	0.2	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	22.5
Truro	2.6	2.5	3.9	4.3	7.1	3.1	2.7	2.4	2.5	12.1	5.0	3.5	8.9	7.9	2.0	1.8	2.1	0.4	0.2	0.2	0.1	1.6	0.1	0.8	0.1	0.0	77.8
Penzance	10.6	0.9	2.0	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	4.1	0.9	0.2	0.2	0.2	0.1	0.5	0.0	0.0	0.0	0.0	6.5
Camborne	0.0	0.5	1.1	0.6	0.2	2.9	0.3	0.9	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4
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	0.7
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	0.1	0.4	3.6	0.2	0.0	0.0	0.1	0.7	0.4	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.5	6.0	0.7	0.9	0.0	0.4	0.4	8.9
Redruth	0.1	0.0	0.0	0.6	0.2	0.7	1.1	1.4	1.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.2
Liskeard	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.6	1.2	0.8	1.3	0.5	7.1	1.1	0.2	0.5	0.5	0.6	0.8	0.3	0.0	16.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.8	0.0	2.8	1.6	0.6	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	7.9
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	0.2	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	3.7	0.2	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.6
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.6	0.5	0.1	0.4	0.2	0.9	0.2	0.5	0.4	0.0	0.2	0.0	0.1	0.1	5.0

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	0.7	1.8	0.6	0.2	0.0	0.2	0.9	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
St Austell	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.4	0.3	2.0	0.3	0.2	0.1	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.6
Truro	1.6	0.4	0.5	0.7	1.7	1.2	0.4	0.7	0.5	1.4	0.4	0.4	2.2	2.2	0.9	1.2	0.6	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	17.5
Penzance	1.4	0.3	0.6	0.3	0.0	0.2	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
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	0.3	0.4	0.4	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	2.0
Camborne	0.1	0.3	0.5	0.3	0.3	0.2	0.2	0.0	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
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	0.9	0.2	0.5	0.0	0.5	0.2	3.4	
Redruth	0.0	0.0	0.1	0.1	0.3	0.2	0.1	0.6	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.2	0.9	0.8	0.2	0.2	0.0	0.3	0.0	0.0	0.1	3.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	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	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.1	0.0	0.2	0.2	0.5	0.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.5
Helston	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.2	0.0	1.1	0.3	0.2	0.0	0.0	0.0	2.6	0.0	0.0	5.0

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	2.7	11.5	0.9	0.6	0.3	1.5	0.6	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.8	1.6	17.7	4.5	1.7	0.4	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	28.1
Truro	3.1	3.0	4.8	5.3	9.1	3.9	3.3	3.0	3.0	15.3	6.4	4.4	10.8	10.0	2.4	2.3	2.5	0.5	0.2	0.2	0.2	2.1	0.1	1.0	0.2	0.0	97.0
Penzance	12.8	1.1	2.5	0.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	5.2	1.0	0.2	0.2	0.2	0.2	0.6	0.0	0.0	0.0	0.0	8.1
Camborne	0.0	0.6	1.4	0.8	0.2	3.6	0.4	1.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2
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	4.3	0.2	0.0	0.0	0.2	0.9	0.5	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.6	7.7	0.9	1.1	0.0	0.5	0.5	11.4
Redruth	0.2	0.0	0.0	0.8	0.2	0.9	1.4	1.8	1.8	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	7.7
Liskeard	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.3	0.3	0.1	0.1	0.7	1.5	1.0	1.6	0.6	8.7	1.3	0.2	0.7	0.6	0.8	1.0	0.3	0.0	20.4
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	3.7	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	4.0
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	0.3	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	1.0	0.0	3.4	2.0	0.8	0.9	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0	4.0
Helston	0.0	0.0	0.0	4.6	0.2	0.2	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	5.7
Other Stores in Cornwall	0.0	0.0	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.7	0.6	0.2	0.5	0.2	1.1	0.2	0.6	0.5	0.0	0.3	0.0	0.2	0.2	6.2

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	0.8	2.3	0.7	0.3	0.0	0.2	1.1	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	6.1
St Austell	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.6	0.4	2.5	0.4	0.2	0.1	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.8
Truro	2.0	0.5	0.6	0.8	2.2	1.4	0.6	0.9	0.6	1.8	0.6	0.6	2.6	2.7	1.1	1.6	0.7	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	21.8
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	3.8
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	0.4	0.2	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	2.5
Camborne	0.1	0.3	0.6	0.3	0.4	0.3	0.3	0.0	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
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	0.6	0.0	0.0	0.0	0.0	0.4	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	0.0	1.1	1.2	0.2	0.6	0.0	0.6	0.3	4.3
Redruth	0.0	0.0	0.2	0.1	0.4	0.3	0.2	0.7	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	2.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.2	0.2	1.1	1.0	0.2	0.2	0.0	0.3	0.0	0.0	0.1	4.0
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	1.0	0.0	0.0	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	0.2	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	0.6
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	0.0	0.1	0.0	0.2	0.3	0.7	0.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.6
Helston	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.1	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	1.3	0.3	0.2	0.0	0.0	0.0	3.2	0.0	0.0	6.2

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%	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%	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%	7.7%	0.0%	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%	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	2.0	0.0	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	2.1	10.0	0.1	0.0	0.1	1.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.2
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	15.6	4.7	1.1	0.6	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	26.2
Truro	0.1	0.3	0.0	0.5	0.7	0.2	0.1	0.5	1.2	8.1	2.9	1.8	6.0	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	24.1
Penzance	10.2	2.4	3.0	2.8	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	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	5.4	2.4	0.3	0.0	0.0	0.1	1.2	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	4.9
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	4.2	0.2	1.7	0.0	0.3	0.7	7.8
Redruth	0.0	0.0	0.0	0.3	0.1	0.1	0.3	0.6	0.9	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
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	0.3	6.8	1.0	0.9	1.5	0.8	0.4	0.0	0.1	0.2	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	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.3	2.1	2.1	1.0	5.3	3.8	2.3	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	20.4
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	2.3	0.0	0.0	0.1	2.3
Helston	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.1	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	1.5	0.2	0.1	0.1	0.2	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	5.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.9	2.0	0.6	0.6	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.1
Truro	0.8	0.1	0.2	0.3	1.0	0.3	0.3	0.2	0.7	1.0	0.4	0.5	0.8	1.4	0.5	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	9.2
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	0.3	0.0	0.0	0.0	0.1	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	1.8
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	3.6
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	0.6	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	0.5	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
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	0.2	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	2.8	14.0	0.2	0.1	0.1	1.5	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.2	21.7	6.0	1.5	0.8	0.2	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	35.5
Truro	0.1	0.3	0.1	0.6	1.0	0.3	0.1	0.6	1.5	11.2	4.1	2.4	8.0	0.6	0.3	0.1	1.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	32.6
Penzance	13.3	3.1	3.9	3.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	24.5
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	7.3	3.0	0.4	0.0	0.0	0.2	1.7	0.1	0.0	0.0	0.1	13.2
Camborne	0.0	0.5	0.8	0.8	0.2	2.6	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	6.5
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	2.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	2.7
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	0.0	0.0	0.2	0.0	0.6	5.9	0.3	2.2	0.0	0.4	1.0	10.8
Redruth	0.0	0.0	0.1	0.4	0.1	0.2	0.5	0.8	1.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.5	0.8	0.4	9.1	1.3	1.2	2.1	1.2	0.5	0.0	0.1	0.3	18.3
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	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	0.2	5.1	1.0	0.1	0.0	0.0	0.0	0.0	0.0	6.4
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	0.1	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	2.9	1.4	7.1	5.2	3.3	2.9	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	27.6
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	2.9	0.0	0.0	0.1	3.0
Helston	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	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	4.5

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	2.1	0.2	0.2	0.1	0.3	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	7.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	1.2	2.7	0.8	0.8	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.8
Truro	1.1	0.2	0.2	0.4	1.5	0.4	0.4	0.3	1.0	1.3	0.5	0.6	1.0	1.9	0.7	0.3	0.5	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	12.5
Penzance	1.7	0.4	0.6	0.4	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
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	0.1	0.0	0.2	0.7	0.4	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	0.2	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	2.2
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	0.3	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	0.7	0.3	0.5	0.0	0.1	0.3	2.4
Redruth	0.1	0.0	0.1	0.1	0.3	0.2	0.1	0.1	0.3	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.2	0.8	0.0	0.5	0.2	1.6	0.6	0.1	0.3	0.2	0.1	0.0	0.1	0.0	4.8
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	0.8	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	0.8
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	0.1	0.9	0.2	0.0	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	1.1	0.7	0.6	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
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	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other Stores in Cornwall	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	3.5	18.1	0.2	0.1	0.1	1.8	0.7	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	3.9	27.7	7.2	1.9	0.9	0.3	0.0	0.1	0.1	0.5	0.0	0.0	0.0	0.0	44.6
Truro	0.1	0.4	0.1	0.8	1.3	0.3	0.1	0.8	1.8	14.3	5.2	3.1	9.8	0.7	0.3	0.1	1.4	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	41.0
Penzance	16.2	3.8	4.8	4.7	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	30.1
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	0.5	9.2	3.6	0.5	0.0	0.0	0.2	2.2	0.1	0.0	0.0	0.1	16.5
Camborne	0.0	0.6	0.9	1.0	0.3	3.2	0.1	0.4	0.8	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	8.1
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	2.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	3.3
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	0.7	7.7	0.4	2.7	0.0	0.5	1.3	13.7
Redruth	0.0	0.0	0.1	0.5	0.1	0.2	0.6	1.0	1.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.4	0.6	1.0	0.5	11.1	1.6	1.5	2.7	1.5	0.7	0.0	0.1	0.4	22.7
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	2.5	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	6.2	1.2	0.1	0.0	0.0	0.0	0.0	0.0	7.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	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	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	0.4	3.4	3.6	1.8	8.8	6.6	4.2	3.5	0.4	1.1	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	34.4
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	3.6	0.0	0.0	0.1	3.7
Helston	0.0	0.0	0.0	1.6	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.3	0.1	1.5	0.3	0.4	0.1	0.3	0.3	0.9	0.1	0.1	5.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	1.2	2.7	0.3	0.2	0.1	0.4	1.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	9.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.4	1.4	3.5	1.0	1.0	0.3	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	8.5
Truro	1.3	0.2	0.3	0.5	1.9	0.5	0.5	0.4	1.2	1.7	0.6	0.8	1.3	2.4	0.8	0.3	0.6	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	15.6
Penzance	2.1	0.4	0.7	0.6	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
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	0.1	0.0	0.2	0.8	0.5	0.0	0.0	0.1	0.1	0.3	0.1	0.0	0.0	0.0	2.2
Camborne	0.1	0.4	0.3	0.3	0.2	0.5	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	2.7
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	0.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.9	0.4	0.6	0.0	0.1	0.4	3.0
Redruth	0.1	0.0	0.2	0.1	0.4	0.2	0.1	0.1	0.4	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.2	1.1	0.0	0.7	0.2	1.9	0.7	0.1	0.4	0.2	0.2	0.0	0.1	0.0	6.0
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	1.0	0.0	0.0	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	1.6
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	0.6	0.1	1.4	0.9	0.8	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.1	0.5
Helston	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other Stores in Cornwall	0.3	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	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	2.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	4.3	23.1	0.3	0.1	0.2	2.2	0.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	4.8	35.0	8.6	2.4	1.1	0.4	0.0	0.1	0.1	0.6	0.0	0.0	0.0	0.0	55.7
Truro	0.1	0.5	0.1	1.0	1.7	0.4	0.2	1.0	2.2	18.1	6.7	3.8	12.0	0.9	0.4	0.1	1.6	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	51.2
Penzance	19.6	4.6	5.9	5.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	36.7
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	11.5	4.3	0.7	0.0	0.0	0.3	2.8	0.1	0.0	0.0	0.1	20.4
Camborne	0.0	0.7	1.1	1.2	0.3	3.9	0.1	0.6	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	10.0
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	1.8
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	0.4	2.8	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	3.9
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	0.0	0.0	0.0	0.3	0.0	0.9	9.8	0.5	3.4	0.0	0.6	1.6	17.3
Redruth	0.0	0.0	0.1	0.7	0.2	0.3	0.7	1.3	1.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Liskeard	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.5	0.7	1.2	0.6	13.7	1.9	1.8	3.4	2.0	0.8	0.0	0.2	0.5	28.2
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	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	3.0
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	0.3	7.5	1.5	0.1	0.0	0.0	0.0	0.0	0.0	9.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8
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	1.1
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	0.5	4.2	4.5	2.3	10.8	8.3	5.2	4.3	0.5	1.4	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	42.8
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	4.4	0.0	0.0	0.1	4.6
Helston	0.0	0.0	0.0	2.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.4	0.2	1.9	0.4	0.5	0.1	0.4	0.4	1.2	0.2	0.1	6.8

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	1.5	3.4	0.4	0.3	0.2	0.5	1.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	11.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.6	1.7	4.4	1.2	1.2	0.4	0.4	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	10.6
Truro	1.6	0.2	0.3	0.6	2.4	0.6	0.7	0.5	1.4	2.2	0.8	1.0	1.5	3.1	0.9	0.4	0.8	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	19.5
Penzance	2.5	0.5	0.9	0.7	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
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	1.0	0.6	0.0	0.0	0.1	0.1	0.4	0.1	0.0	0.0	0.0	2.7
Camborne	0.2	0.5	0.4	0.4	0.3	0.6	0.1	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	3.3
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	0.5	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	0.4	1.2	0.5	0.8	0.0	0.2	0.4	3.8	
Redruth	0.2	0.0	0.2	0.2	0.5	0.2	0.1	0.1	0.5	0.1	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.3	1.4	0.0	0.8	0.2	2.4	0.9	0.2	0.5	0.3	0.2	0.0	0.1	0.0	7.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	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	0.4	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.2	0.6	0.7	0.2	1.7	1.1	1.0	0.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
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	0.5	0.0	0.0	0.1	0.6
Helston	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Other Stores in Cornwall	0.3	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.1	0.6	0.0	0.1	0.2	0.0	0.4	0.0	0.1	0.0	2.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																									
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Falmouth	0.7%	0.0%	1.0%	3.6%	51.9%	1.1%	3.3%	2.5%	8.2%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Austell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	11.3%	7.7%	63.6%	65.0%	11.7%	0.7%	0.0%	0.0%	0.0%	0.9%	2.1%	0.8%	0.0%	0.0%	0.0%
Truro	2.7%	10.9%	4.0%	12.5%	38.2%	7.6%	13.2%	27.1%	45.7%	91.1%	86.7%	86.8%	59.3%	29.5%	26.7%	13.8%	23.7%	1.0%	0.0%	0.0%	0.0%	8.5%	0.0%	0.0%	0.0%	0.0%
Penzance	92.5%	49.1%	34.7%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	5.0%	61.4%	3.6%	1.0%	0.0%	0.0%	0.0%	14.9%	0.0%	0.0%	0.0%	0.9%
Camborne	1.4%	14.5%	13.3%	7.4%	2.3%	33.4%	2.2%	3.7%	1.6%	1.4%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hayle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.7%	9.0%	66.9%	0.0%	0.0%	0.0%	0.0%	27.7%	0.8%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.9%	0.0%	19.3%	86.8%	25.5%	6.7%	0.0%	6.5%	12.8%
Redruth	0.0%	3.6%	3.1%	2.2%	2.3%	1.1%	6.6%	11.1%	3.3%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.7%	1.4%	0.0%	60.0%	4.2%	1.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	26.2%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	2.1%	35.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	3.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.9%	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%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	3.1%	0.0%	26.5%	13.3%	4.8%	40.9%	27.3%	40.8%	22.2%	5.0%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	18.8%	0.0%	0.0%	0.0%
Helston	0.0%	0.0%	0.0%	8.9%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	3.8%	0.0%

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	2.3	0.0	0.0	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	2.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.7	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Truro	0.1	0.1	0.1	0.4	1.7	0.2	0.2	0.4	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	14.9
Penzance	3.4	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	5.7
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	0.1	1.6	0.1	0.0	0.0	0.0	0.0	0.2	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	1.4	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	2.0	0.3	0.2	0.0	0.2	0.3	3.5	
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	0.7
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	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	0.7
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	1.6	1.1	0.7	0.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
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	1.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	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	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.1	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	0.2	3.2	0.0	0.1	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	5.2	1.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0
Truro	0.1	0.2	0.1	0.6	2.3	0.3	0.3	0.5	1.3	4.1	1.6	1.3	3.1	2.4	0.7	0.5	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	20.2
Penzance	4.5	0.9	1.0	0.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	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	2.2	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.9
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	2.7
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	1.8	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	2.7
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	0.4	2.9	0.4	0.2	0.0	0.3	0.5	4.8
Redruth	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.8	0.2	0.0	0.0	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	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	0.8	0.3	2.1	1.5	1.0	1.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.8	0.0	0.0	0.1	2.1
Helston	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	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	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	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	0.1	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
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	0.1	0.0	0.0	0.0	0.0	0.4
Camborne	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.1	0.0	0.0	0.1	0.6
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
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	0.1	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
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	4.1	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	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	0.2	0.5	6.6	2.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.0
Truro	0.2	0.2	0.1	0.7	3.0	0.3	0.4	0.6	1.5	5.2	2.1	1.7	3.9	3.1	0.8	0.6	0.8	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	25.4
Penzance	5.5	1.1	1.2	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	9.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	2.8	0.1	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	3.6
Camborne	0.1	0.3	0.5	0.4	0.2	1.5	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	2.2	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.3
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	0.5	3.7	0.5	0.3	0.0	0.3	0.6	6.2
Redruth	0.0	0.1	0.1	0.1	0.2	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	3.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	4.0
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	1.7	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	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	0.1	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	0.1	1.0	0.0	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	0.0	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	0.3	1.5	1.0	0.4	2.6	1.9	1.2	1.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.2	0.0	0.0	0.1	2.6
Helston	0.0	0.0	0.0	2.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	1.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
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	0.7	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Truro	0.2	0.1	0.1	0.4	0.4	0.2	0.1	0.2	0.1	0.6	0.2	0.2	0.6	1.0	0.2	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Penzance	0.5	0.2	0.3	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	1.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.5
Camborne	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
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	0.2	0.0	0.0	0.1	0.8
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
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	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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	5.2	0.1	0.1	0.1	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4
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	0.6	8.3	2.4	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	12.5
Truro	0.2	0.3	0.2	0.9	3.8	0.4	0.4	0.8	1.8	6.6	2.7	2.1	4.7	3.9	1.0	0.8	0.9	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	31.8
Penzance	6.6	1.3	1.5	1.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	11.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.2	3.5	0.1	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	4.5
Camborne	0.1	0.4	0.6	0.5	0.2	1.9	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	2.6	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	4.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.7	4.7	0.6	0.4	0.0	0.4	0.7	7.8
Redruth	0.0	0.1	0.1	0.2	0.2	0.1	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	4.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	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	2.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.4
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	1.2	0.5	3.2	2.4	1.6	1.6	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.2
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.7	0.0	0.0	0.1	3.2
Helston	0.0	0.0	0.0	2.6	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.1	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	0.8	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.9	0.3	0.1	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.7
Truro	0.3	0.2	0.1	0.5	0.5	0.3	0.2	0.2	0.1	0.7	0.3	0.3	0.7	1.3	0.2	0.4	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	6.8
Penzance	0.6	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	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	1.0
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	0.1
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	0.5	0.0	0.2	0.0	0.0	0.1	1.0
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.0	0.0	0.2	0.2	0.1	0.4	0.2	0.2	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
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	0.2	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	0.2
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	0.0	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%	1.0%	0.0%	0.0%	0.0%	0.9%	0.0%	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%	1.1%	4.3%	0.9%	0.0%	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%	1.0%	26.0%	0.0%	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%	1.7%	0.0%	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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	4.0	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	4.9
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	8.5	3.2	1.0	0.1	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	13.8
Truro	0.8	0.8	0.8	2.0	8.9	1.1	1.0	1.7	2.8	10.0	3.8	3.6	8.8	9.6	2.3	2.0	2.2	0.4	0.0	0.1	0.0	0.6	0.0	0.7	0.0	0.0	64.0
Penzance	11.2	2.1	2.6	1.6	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.8	0.6	4.9	0.2	0.4	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.1	7.9
Camborne	0.1	0.6	1.1	0.8	0.4	3.2	0.3	0.4	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5
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	4.5	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.1	6.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.7	6.1	0.6	0.6	0.0	0.2	0.4	8.7	
Redruth	0.0	0.1	0.2	0.2	0.1	0.1	0.4	0.3	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
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	6.7	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	4.0
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	0.6	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	1.6
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	4.8	3.0	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	18.6
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	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.4	5.1	0.0	0.0	0.2	6.0
Helston	0.0	0.0	0.1	4.6	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	0.2	0.0	0.0	0.0	5.5
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	0.2	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	0.9	0.5	0.4	0.4	0.4	1.4	0.6	0.3	1.5	2.2	0.5	0.6	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	12.2
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	0.8
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	0.1	0.6	0.1	0.0	0.0	0.0	0.1	1.0
Redruth	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	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	2.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.5
Helston	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5

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	5.7	0.0	0.1	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.8
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	11.8	4.1	1.3	0.1	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	18.7
Truro	1.1	1.1	1.1	2.7	12.5	1.4	1.4	2.5	3.6	13.8	5.2	4.8	11.6	13.3	2.9	2.8	2.8	0.5	0.0	0.2	0.0	0.8	0.0	0.9	0.0	0.0	87.1
Penzance	14.6	2.8	3.4	2.1	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.7
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	0.1	1.1	0.7	6.6	0.2	0.5	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.1	10.7
Camborne	0.1	0.8	1.4	1.0	0.5	4.2	0.4	0.5	0.8	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	10.0
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	1.0	5.7	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.1	8.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.9	8.6	0.8	0.7	0.0	0.3	0.5	12.1	
Redruth	0.0	0.1	0.3	0.2	0.2	0.1	0.5	0.4	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
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	0.1	0.0	0.1	0.0	0.0	8.9	0.5	0.3	0.1	0.0	0.1	0.0	0.2	0.0	10.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.0	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	5.3
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	0.8	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	2.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
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	2.3	0.7	6.4	4.2	2.5	4.2	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.0
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	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.6	6.6	0.0	0.0	0.2	8.0
Helston	0.0	0.0	0.1	6.2	0.7	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	7.5
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	0.2	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	1.6	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.3	1.1	0.4	0.5	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Truro	0.5	0.3	0.4	1.0	1.2	0.7	0.6	0.6	0.5	1.9	0.8	0.5	2.0	3.0	0.6	0.8	0.6	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	16.6
Penzance	1.6	0.5	0.6	0.5	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
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	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Hayle	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.6	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	0.8	0.1	0.0	0.0	0.0	0.1	1.4
Redruth	0.1	0.0	0.0	0.1	0.2	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	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	0.2	0.1	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
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	0.5	0.0	0.0	0.0	0.6
Helston	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7

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	7.3	0.0	0.1	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	8.7
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	15.0	4.9	1.6	0.1	0.2	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	23.5
Truro	1.3	1.3	1.3	3.4	16.0	1.8	1.8	3.1	4.4	17.6	6.7	6.0	14.3	17.0	3.6	3.5	3.4	0.6	0.0	0.2	0.0	1.1	0.0	1.1	0.0	0.0	109.5
Penzance	17.8	3.4	4.2	2.6	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.0
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	1.4	0.8	8.3	0.2	0.6	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.2	13.4
Camborne	0.1	1.0	1.8	1.3	0.7	5.2	0.5	0.6	0.9	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.4
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	1.2	6.8	0.0	0.0	0.0	0.0	1.6	0.1	0.0	0.0	0.2	10.2
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	0.1	0.0	0.2	0.0	1.1	11.1	1.1	0.9	0.0	0.4	0.6	15.6	
Redruth	0.0	0.1	0.4	0.3	0.2	0.2	0.6	0.5	0.0	0.1	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	10.9	0.7	0.4	0.2	0.0	0.1	0.0	0.2	0.0	12.8
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	6.1	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	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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	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	0.0	0.4	0.0	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.5	0.0	0.0	0.0	0.0	0.0	0.0	2.7
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	3.5	2.9	0.9	7.9	5.3	3.2	5.1	0.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.1
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.8	8.1	0.0	0.0	9.9
Helston	0.0	0.0	0.1	7.7	0.9	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	0.3	0.0	0.0	0.0	9.4
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	0.3	0.2	0.0	0.3	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	2.1	0.0	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.3	1.4	0.5	0.7	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Truro	0.6	0.4	0.5	1.2	1.5	0.9	0.8	0.8	0.7	2.4	1.0	0.6	2.5	3.9	0.7	1.0	0.7	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	20.8
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	4.5
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	0.3	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	0.6	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	2.1
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	0.3	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	1.1	0.1	0.0	0.0	0.0	1.7	
Redruth	0.1	0.0	0.0	0.1	0.3	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	1.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2	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	0.3	0.5	0.5	1.1	0.2	0.2	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
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	0.1	0.7	0.0	0.0	0.0	0.8
Helston	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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	9.3	0.0	0.1	0.3	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	11.1
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	19.0	5.9	2.1	0.1	0.2	0.0	0.0	0.2	0.4	0.2	0.0	0.0	0.0	29.4
Truro	1.6	1.6	1.6	4.2	20.5	2.2	2.3	4.0	5.4	22.3	8.5	7.6	17.5	21.5	4.3	4.4	4.0	0.7	0.0	0.2	0.0	1.4	0.0	1.4	0.0	0.0	137.1
Penzance	21.5	4.1	5.1	3.3	0.0	0.2	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	35.3
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.2	0.0	0.0	0.2	1.8	1.0	10.4	0.3	0.7	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.2	16.8
Camborne	0.2	1.3	2.1	1.6	0.8	6.5	0.7	0.8	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	0.0	15.3
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	0.2	0.0	0.2	0.0	0.0	1.5	8.1	0.0	0.0	0.0	0.0	2.1	0.2	0.0	0.0	0.2	12.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	1.4	14.3	1.4	1.1	0.0	0.5	0.8	19.8
Redruth	0.0	0.2	0.5	0.4	0.3	0.2	0.8	0.7	0.0	0.2	0.2	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
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	13.4	0.8	0.5	0.2	0.0	0.2	0.0	0.2	0.0	15.7
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	7.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.2	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	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.1	0.0	0.0	0.0	0.0	0.0	0.0	3.3
St Ives	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.5	0.6	4.3	3.6	1.1	9.7	6.6	4.1	6.2	0.5	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	38.6
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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.1	9.9	0.0	0.4	12.2
Helston	0.0	0.0	0.2	9.6	1.1	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	11.7
Other Stores in Cornwall	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.4	0.0	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 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	2.6	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	3.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.7	0.4	1.7	0.6	0.8	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Truro	0.8	0.5	0.6	1.5	2.0	1.1	1.0	1.0	0.8	3.1	1.3	0.7	3.0	4.9	0.8	1.2	0.8	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0	26.0
Penzance	2.4	0.7	1.0	0.8	0.0	0.1	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	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	0.2	0.7	0.4	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
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	0.1	0.3	0.9	0.0	0.0	0.0	0.0	0.4	0.0	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	0.2	0.0	0.3	1.4	0.1	0.0	0.0	0.0	0.2	2.2	
Redruth	0.2	0.0	0.0	0.1	0.3	0.0	0.2	0.3	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
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	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	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	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	0.5	0.0	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	0.6	0.0	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	0.1	0.0	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	0.3	0.0	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	0.7	0.7	1.4	0.2	0.2	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	1.0
Helston	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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%	0.0%	22.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	26.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.6%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	0.0%	0.0%	2.6%	0.0%	0.0%	3.2%	11.1%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	7.2%	37.5%	0.0%	0.0%	2.8%
Helston	0.0%	0.0%	5.1%	22.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	1.8%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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	13.1	0.1	0.1	0.2	0.9	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.4
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	14.7	4.6	0.8	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	21.3
Truro	1.1	1.3	2.5	5.4	5.1	3.5	3.0	2.7	5.9	13.3	4.9	4.5	8.3	10.2	2.5	2.7	3.2	0.4	0.5	0.0	0.0	1.3	0.1	0.9	0.0	0.0	83.2
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	20.8
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	0.7	6.4	0.1	0.2	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	8.1
Camborne	0.0	0.0	0.7	0.4	0.0	7.1	0.8	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4
Hayle	0.2	0.3	2.4	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	0.9	5.6	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	7.9
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	0.2	0.0	0.4	8.4	0.1	0.4	0.0	0.0	0.6	10.1
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	5.7
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	0.3	0.1	0.1	7.4	0.2	0.1	0.3	0.1	0.1	0.0	0.0	0.0	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	8.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	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	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	1.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	0.4	0.0	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	6.6	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Other Stores in Cornwall	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.3	2.3	0.0	0.2	0.2	0.5	0.4	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	3.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	2.5	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	2.1	1.0	0.5	0.5	0.8	1.2	0.7	0.4	2.5	2.8	0.9	0.8	1.0	0.7	0.3	0.0	0.2	0.4	0.1	0.0	0.0	0.2	21.7
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	0.5	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	1.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	1.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	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	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	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	1.2	0.0	0.0	0.1	1.4
Helston	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.0
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.3	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	0.1	0.9	18.3	0.2	0.1	0.2	1.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.5
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	20.4	5.9	1.1	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	29.0
Truro	1.5	1.6	3.3	7.3	7.2	4.6	4.2	3.8	7.6	18.5	6.8	6.1	10.9	14.2	3.1	3.7	4.1	0.5	0.6	0.0	0.0	1.9	0.2	1.2	0.0	0.0	112.8
Penzance	19.0	2.5	4.3	0.9	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.3
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	0.9	8.7	0.2	0.2	0.0	0.2	0.0	0.7	0.0	0.0	0.0	0.0	10.9
Camborne	0.0	0.0	0.9	0.5	0.0	9.4	1.1	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.6
Hayle	0.3	0.4	3.2	0.2	0.0	0.6	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
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	1.2	7.1	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	10.3
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	0.5	11.9	0.2	0.6	0.0	0.0	0.8	14.1
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	2.1	3.2	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	7.8
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	0.4	0.1	0.1	9.8	0.2	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	11.6
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	10.5	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	10.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
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	2.3	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	0.2	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	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pool	0.0	0.0	0.3	0.2	0.0	0.8	1.1	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
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	8.9	0.0	0.0	0.2	9.1
Helston	0.0	0.0	0.1	9.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6
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	2.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.4	3.2	0.0	0.3	0.2	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	3.5	0.8	0.6	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	5.6
Truro	2.6	0.7	1.0	2.0	2.9	1.3	0.7	0.6	1.1	1.6	0.9	0.6	3.3	3.9	1.2	1.2	1.2	0.9	0.3	0.0	0.2	0.6	0.1	0.0	0.0	0.2	29.2
Penzance	2.1	0.4	0.6	0.5	0.0	0.8	0.0	0.2	0.2	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
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	0.2	0.4	0.8	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	1.2	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.1
Hayle	0.1	0.3	0.3	0.3	0.0	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	0.3	0.7	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	0.0	0.1	0.0	0.2	0.0	0.4	0.8	0.1	0.1	0.0	0.0	0.1	1.8
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.5	0.9	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.3	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	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.5	0.0	0.0	0.1	1.8
Helston	0.0	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8

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	1.1	23.6	0.2	0.1	0.3	1.4	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	27.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.5	26.0	7.1	1.3	0.0	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	36.5
Truro	1.8	2.0	4.1	9.1	9.2	5.7	5.3	4.8	9.3	23.5	8.7	7.6	13.4	18.1	3.8	4.6	4.9	0.6	0.8	0.0	0.0	2.5	0.2	1.5	0.0	0.0	141.4
Penzance	23.1	3.0	5.3	1.1	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.1	10.9	0.2	0.3	0.0	0.2	0.0	0.9	0.0	0.0	0.0	0.0	13.7
Camborne	0.0	0.0	1.1	0.7	0.0	11.6	1.4	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.6
Hayle	0.4	0.5	3.9	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	6.2
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	0.5	0.0	0.0	1.5	8.5	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	12.5
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	0.6	15.3	0.2	0.7	0.0	0.0	1.0	18.2
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	2.7	4.0	2.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.1	12.1	0.2	0.2	0.6	0.2	0.2	0.0	0.0	0.0	14.3
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	12.9	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	13.4
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	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	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	0.6	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	1.4	0.4	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
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	10.9	0.0	0.0	0.2	11.2
Helston	0.0	0.0	0.2	11.2	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.0
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	2.6

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	4.2	0.0	0.3	0.3	0.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2	4.4	1.0	0.7	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	7.0
Truro	3.2	0.9	1.2	2.5	3.7	1.6	0.9	0.8	1.3	2.1	1.2	0.8	4.1	5.0	1.4	1.5	1.4	1.1	0.4	0.0	0.3	0.7	0.2	0.0	0.0	0.3	36.4
Penzance	2.5	0.5	0.7	0.7	0.0	1.0	0.0	0.2	0.2	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9
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	0.5	1.0	0.2	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	1.4	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.8
Hayle	0.2	0.4	0.4	0.3	0.0	0.3	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
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	0.4	0.9	0.0	0.0	0.0	0.0	0.4	0.2	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	0.1	0.0	0.3	0.0	0.5	1.0	0.1	0.2	0.0	0.0	0.1	2.3
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.6	1.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	1.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.8	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	0.2	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.8	0.0	0.0	0.1	2.3
Helston	0.0	0.0	0.2	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	0.2	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	0.3	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0

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	1.4	30.1	0.3	0.2	0.4	1.8	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.6	32.9	8.6	1.7	0.0	0.4	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	45.7
Truro	2.2	2.4	5.0	11.3	11.8	7.0	6.6	6.1	11.3	29.9	11.1	9.6	16.4	22.8	4.6	5.7	5.9	0.7	0.9	0.0	0.0	3.2	0.3	1.8	0.0	0.0	176.5
Penzance	28.1	3.7	6.5	1.4	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.3	13.7	0.3	0.4	0.0	0.3	0.0	1.2	0.0	0.0	0.0	0.0	17.1
Camborne	0.0	0.0	1.3	0.8	0.0	14.3	1.8	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	19.3
Hayle	0.5	0.6	4.8	0.3	0.0	0.9	0.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.8	10.2	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	15.2
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	0.4	0.0	0.8	19.6	0.3	0.9	0.0	0.0	1.2	23.2	
Redruth	0.0	0.0	0.0	0.0	0.3	0.3	3.4	5.1	2.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.1	14.8	0.3	0.3	0.7	0.3	0.3	0.0	0.0	0.0	0.0	17.5
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	15.8	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	16.4
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	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
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	3.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.6
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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.9	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
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	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	0.6	
Pool	0.0	0.0	0.4	0.3	0.0	1.2	1.8	0.5	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	
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	13.4	0.0	0.0	0.3	13.7
Helston	0.0	0.0	0.2	14.0	0.3	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.0
Other Stores in Cornwall	0.2	0.0	0.0	0.3	0.0	0.0	0.2	0.2	0.0	0.2	0.8	0.0	0.6	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.2	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.6	5.3	0.0	0.4	0.4	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2	5.6	1.2	0.9	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	8.8
Truro	3.9	1.1	1.4	3.1	4.7	2.0	1.1	1.0	1.6	2.6	1.5	0.9	5.0	6.3	1.7	1.8	1.7	1.4	0.5	0.0	0.4	1.0	0.2	0.0	0.0	0.4	45.2
Penzance	3.0	0.7	0.8	0.8	0.0	1.2	0.0	0.3	0.3	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	8.5
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	0.3	0.6	1.2	0.3	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.0
Camborne	0.2	0.1	1.1	0.6	0.0	1.8	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	4.7
Hayle	0.2	0.4	0.5	0.4	0.0	0.4	0.3	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	3.0
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	0.5	1.1	0.0	0.0	0.0	0.0	0.6	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	1.3	0.2	0.2	0.0	0.0	0.2	2.9
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.8	1.3	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	3.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	1.7	0.5	0.0	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	0.4	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	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	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	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	2.3	0.0	0.0	0.2	2.8
Helston	0.0	0.0	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.1
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	0.4	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%	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

RECREATION MS2

CORNWALL COUNCIL
 CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.2	0.3	0.7	0.2	1.8	1.8	0.6	1.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.2	5.2
Helston	0.0	0.2	0.0	3.9	0.4	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.2	0.0	0.5	8.9	0.0	0.0	0.5	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	1.0	16.1	4.1	0.7	0.1	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	23.1
Truro	2.1	2.0	2.6	4.8	6.4	3.2	1.8	2.7	6.0	12.3	4.7	3.7	9.8	6.8	2.3	1.8	3.9	0.0	0.3	0.0	0.5	1.5	0.0	1.4	0.0	0.0	80.5
Penzance	12.2	1.8	3.2	1.1	0.2	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.8
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	0.9	5.8	0.4	0.7	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.2	8.7
Camborne	0.0	0.2	1.4	1.1	0.0	4.8	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	9.4
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	3.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2	4.0	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.9	3.8	0.5	0.6	0.0	0.0	0.2	6.6	
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	0.4	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	4.4	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	4.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	8.2
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	5.7	0.0	0.0	0.2	5.9
Helston	0.0	0.2	0.0	4.5	0.5	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
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	0.4	0.0	0.7	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.2	1.3	0.0	0.0	0.1	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
St Austell	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.5	1.8	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	1.3	0.6	0.7	0.5	0.5	1.7	0.6	0.4	1.8	2.7	1.2	1.0	0.7	0.7	0.5	0.0	0.0	0.3	0.0	0.0	0.0	18.4	
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	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	1.6	
Camborne	0.0	0.1	0.0	0.1	0.3	0.6	0.2	0.1	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.4	
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	0.3	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	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	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	0.5	0.0	0.0	0.0	0.0	0.0	2.1	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	
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	0.7	
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	0.9	
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	1.6	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.2	0.0	0.7	12.5	0.0	0.0	0.7	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.7
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	22.4	5.2	0.9	0.2	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	31.5
Truro	2.8	2.6	3.5	6.5	9.0	4.3	2.6	3.7	7.8	17.1	6.6	5.0	12.9	9.4	2.9	2.4	4.9	0.0	0.3	0.0	0.8	2.1	0.0	1.8	0.0	0.0	108.9
Penzance	15.9	2.4	4.2	1.4	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	7.9	0.5	0.9	0.0	0.0	0.3	0.9	0.0	0.0	0.0	0.3	11.8
Camborne	0.0	0.2	1.9	1.4	0.0	6.4	2.1	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	0.0	12.7
Hayle	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	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	0.0	0.0	0.0	0.0	0.4	3.9	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.3	0.3	5.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	1.3	5.4	0.7	0.8	0.0	0.0	0.3	0.3	9.2
Redruth	0.0	0.0	0.2	0.0	1.0	0.5	0.4	1.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
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	5.2	0.7	0.9	0.5	0.0	0.0	0.0	0.0	0.0	9.2
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	5.8	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	6.5
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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.7
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	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	1.1	0.3	2.7	3.0	1.0	1.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1
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	7.4	0.0	0.0	0.3	7.7
Helston	0.0	0.2	0.0	6.1	0.6	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1
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	0.6	0.0	0.9	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.3	1.8	0.0	0.0	0.1	0.7	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
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	2.5	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Truro	1.5	0.7	0.7	1.1	1.8	0.8	1.0	0.7	0.7	2.4	0.9	0.5	2.3	3.8	1.6	1.3	0.9	1.0	0.6	0.0	0.0	0.5	0.0	0.0	0.0	24.8	
Penzance	2.0	0.4	0.8	0.5	0.2	0.8	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	
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	0.9	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	0.4	0.8	0.3	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	2.5	
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	0.4	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	0.5	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	1.6	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.0	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	1.0	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.2	
Helston	0.0	0.0	0.2	1.3	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	2.1	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.3	0.0	0.9	16.1	0.0	0.0	0.9	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	1.6	28.5	6.3	1.2	0.2	0.0	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	39.6
Truro	3.4	3.2	4.3	8.1	11.5	5.3	3.2	4.8	9.5	21.7	8.4	6.2	15.9	12.0	3.5	3.1	5.9	0.0	0.4	0.0	1.0	2.7	0.0	2.3	0.0	0.0	136.3
Penzance	19.4	2.9	5.1	1.8	0.4	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.2
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	1.4	9.9	0.6	1.1	0.0	0.0	0.3	1.2	0.0	0.0	0.0	0.3	14.8
Camborne	0.0	0.3	2.3	1.8	0.0	8.0	2.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.7
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	0.5	4.7	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.3	0.0	6.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.0	1.6	6.9	0.9	0.9	0.0	0.0	0.3	11.7	
Redruth	0.0	0.0	0.2	0.0	1.2	0.7	0.5	1.3	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
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	0.4	0.0	0.4	0.5	0.8	6.3	0.8	1.2	0.7	0.0	0.0	0.0	0.0	0.0	11.4
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	7.1	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	8.0
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	0.8	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.9
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	1.2	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	0.6	1.3	0.4	3.3	3.8	1.3	2.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.8
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	9.1	0.0	0.3	9.5
Helston	0.0	0.3	0.0	7.6	0.8	0.7	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.3	2.3	0.0	0.0	0.2	0.8	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
St Austell	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.8	3.1	0.3	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Truro	1.8	0.9	0.8	1.3	2.3	1.0	1.3	0.9	0.8	3.1	1.1	0.7	2.9	4.9	1.9	1.7	1.0	1.2	0.8	0.0	0.0	0.6	0.0	0.0	0.0	0.0	31.0
Penzance	2.5	0.5	0.9	0.7	0.2	1.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
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	0.1	1.1	0.3	0.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.7
Camborne	0.0	0.2	0.0	0.2	0.5	1.0	0.3	0.2	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	0.0	3.1
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	0.6
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	0.5	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	0.1	0.0	0.0	0.0	0.0	0.4	0.2	0.2	0.0	0.0	1.0	1.9
Redruth	0.4	0.0	0.2	0.2	0.2	0.0	0.0	0.3	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	0.2	2.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.8
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	0.8	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	0.0	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	0.3	0.2	0.2	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.3	1.5
Helston	0.0	0.0	0.2	1.7	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.7
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.4	0.0	1.1	20.5	0.0	0.0	1.1	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.1	2.0	36.1	7.5	1.5	0.2	0.0	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	49.6
Truro	4.1	3.9	5.2	10.0	14.7	6.5	4.1	6.0	11.6	27.6	10.7	7.8	19.4	15.2	4.2	3.8	7.0	0.0	0.5	0.0	1.3	3.5	0.0	2.8	0.0	0.0	169.9
Penzance	23.5	3.6	6.3	2.2	0.5	0.0	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.8
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	1.7	12.3	0.7	1.3	0.0	0.0	0.4	1.6	0.0	0.0	0.0	0.4	18.4
Camborne	0.0	0.4	2.9	2.2	0.0	9.8	3.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.5
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	0.6	5.6	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.4	7.8
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	0.6	0.0	0.6	0.0	2.0	8.9	1.2	1.2	0.0	0.0	0.4	14.9	
Redruth	0.0	0.0	0.3	0.0	1.6	0.8	0.7	1.6	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6
Liskeard	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.6	0.9	7.8	1.0	1.5	0.8	0.0	0.0	0.0	0.0	0.0	14.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	8.7	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	9.7
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	1.1
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	1.7	0.5	4.1	4.7	1.6	2.8	0.0	0.4	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	17.1
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	11.2	0.0	0.4	11.6
Helston	0.0	0.4	0.0	9.5	1.1	0.8	0.0	0.0	0.6	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	12.5
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	0.0	0.0	0.0	0.9	0.0	1.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	2.6

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	2.9	0.0	0.0	0.2	1.0	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
St Austell	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	1.0	4.0	0.3	0.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8
Truro	2.1	1.1	1.0	1.7	2.9	1.3	1.6	1.1	1.0	3.9	1.4	0.9	3.5	6.2	2.3	2.1	1.2	1.5	0.9	0.0	0.0	0.8	0.0	0.0	0.0	0.0	38.6
Penzance	3.0	0.5	1.2	0.8	0.3	1.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.4	0.2	1.4	0.4	0.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.3
Camborne	0.0	0.2	0.0	0.2	0.6	1.3	0.4	0.2	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.1
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	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.3	0.0	0.0	1.2	2.4
Redruth	0.4	0.0	0.3	0.2	0.3	0.0	0.0	0.4	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
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	0.2	3.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.3	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	1.5	0.0	0.0	0.4	1.9
Helston	0.0	0.0	0.3	2.1	0.3	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.0	0.1	0.1	0.5	0.0	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	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	0.0	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	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	8.9	64.3	2.0	1.3	1.9	7.3	4.6	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	94.8
St Austell	0.0	0.1	0.0	0.2	0.2	0.1	0.0	0.1	0.3	0.2	0.4	4.6	8.3	85.0	26.0	7.3	1.7	2.1	0.7	0.1	0.5	1.8	0.1	0.0	0.0	0.0	139.6
Truro	17.1	11.5	14.5	29.9	43.3	20.9	14.8	16.0	29.0	73.7	28.6	23.5	63.9	63.3	18.1	17.3	22.0	5.1	2.3	0.7	1.8	7.6	0.8	8.2	0.5	0.3	534.8
Penzance	78.3	13.3	20.7	10.0	0.5	3.2	0.5	0.4	0.4	2.1	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	130.8
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3	0.0	0.0	0.2	1.7	4.4	33.8	5.2	2.9	0.1	0.3	0.7	4.4	0.2	0.0	0.0	0.6	55.1
Camborne	0.7	2.5	7.1	4.7	1.4	25.4	4.2	2.3	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	54.0	
Hayle	2.4	1.7	6.1	1.1	0.1	2.5	0.6	0.2	0.6	0.2	0.1	0.0	0.1	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.6	0.0	0.1	17.0
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	3.8	23.9	0.2	0.0	0.0	0.1	4.8	0.5	0.0	0.1	0.3	35.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.7	0.0	4.9	33.6	2.7	6.2	0.0	1.6	3.6	55.0
Redruth	0.5	0.1	1.0	1.3	2.0	1.6	5.0	6.7	5.6	0.4	1.5	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	26.3
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	2.3	1.6	39.3	4.7	3.1	2.9	1.4	1.3	0.5	0.4	0.3	63.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1	0.4	0.0	28.0	0.2	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.4	0.0	3.5	0.0	0.0	33.6
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	0.1	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3.4
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	0.3	11.4	1.4	0.1	0.0	0.0	0.7	0.0	0.0	13.9
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	0.1	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	0.6	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	3.7	0.0	0.0	0.7	0.0	0.0	4.8	
St Ives	0.2	5.7	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	7.5	7.0	2.7	18.4	13.7	7.5	9.8	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	71.7
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	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.8	28.9	0.0	0.0	1.2	31.7
Helston	0.1	0.2	0.6	25.6	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	30.8	
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	18.4

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	0.9	12.0	90.1	2.7	1.8	2.7	9.5	6.3	0.5	0.7	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	131.1
St Austell	0.0	0.1	0.1	0.2	0.3	0.2	0.0	0.1	0.3	0.3	0.5	6.3	10.9	118.3	33.1	9.9	2.1	2.7	0.9	0.1	0.7	2.5	0.1	0.0	0.0	0.0	189.8
Truro	22.3	15.0	19.0	40.4	60.6	27.9	20.5	22.5	37.7	102.2	39.9	31.8	84.1	88.1	23.1	23.6	27.8	6.7	3.1	0.9	2.6	11.0	1.1	11.0	0.7	0.3	723.9
Penzance	102.2	17.4	27.2	13.5	0.6	4.3	0.7	0.5	0.5	2.9	0.2	0.3	0.0	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	171.9
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	0.2	2.4	5.6	46.0	6.6	3.9	0.1	0.4	0.9	6.3	0.3	0.0	0.0	0.8	74.4
Camborne	0.9	3.3	9.4	6.3	2.0	33.9	5.8	3.2	3.6	0.3	1.3	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	72.4	
Hayle	3.2	2.3	8.1	1.4	0.1	3.3	0.8	0.2	0.8	0.3	0.2	0.0	0.1	0.4	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.8	0.0	0.1	22.5
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	0.2	0.3	5.2	30.2	0.3	0.0	0.0	0.1	6.9	0.7	0.0	0.1	0.4	45.6
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	0.8	0.1	2.3	0.0	6.7	47.5	3.8	8.2	0.0	2.1	5.0	76.6
Redruth	0.6	0.2	1.4	1.8	2.7	2.1	6.9	9.4	7.2	0.5	2.1	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	35.8
Liskeard	0.0	0.0	0.1	0.0	0.7	0.0	0.1	0.1	0.2	0.4	0.1	0.3	2.0	2.1	2.1	3.1	2.1	51.9	6.1	4.2	4.1	2.0	1.7	0.7	0.6	0.4	84.9
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	36.8	0.2	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.6	0.0	4.7	0.0	0.0	44.4
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	0.2	0.0	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.5
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	0.1	0.0	0.4	14.9	1.9	0.1	0.0	0.0	1.0	0.0	0.0	18.3
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	0.1	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.7	3.2	
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	0.4	5.1	0.0	0.0	1.0	0.0	0.0	6.5	
St Ives	0.2	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	8.3
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	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Pool	0.9	1.5	9.8	9.4	3.7	24.6	19.0	10.5	12.7	1.2	2.8	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	96.9
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	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.6	1.2	37.8	0.0	0.0	1.7	41.8
Helston	0.1	0.2	0.8	34.7	2.3	0.7	0.3	0.0	0.8	1.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0	41.7	
Other Stores in Cornwall	0.5	0.0	0.3	0.4	0.8	0.0	0.2	0.2	0.1	0.5	0.9	0.3	2.4	1.0	0.3	1.6	0.9	5.5	1.5	1.0	0.8	0.3	0.9	3.7	0.5	0.2	24.7

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	1.1	15.0	115.8	3.4	2.3	3.4	11.5	8.0	0.7	0.8	0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.1	2.4	0.0	0.0	166.8
St Austell	0.0	0.1	0.1	0.3	0.4	0.2	0.0	0.2	0.4	0.4	0.7	7.9	13.4	150.8	39.9	12.5	2.6	3.3	1.1	0.1	0.9	3.3	0.2	0.0	0.0	0.0	238.6
Truro	27.2	18.3	23.4	50.5	77.9	34.5	25.9	28.7	45.8	130.2	51.3	39.9	103.5	112.3	27.8	29.6	33.5	8.3	3.7	1.2	3.3	14.2	1.3	13.5	0.9	0.4	907.0
Penzance	124.4	21.2	33.5	16.8	0.8	5.3	0.9	0.6	0.6	3.7	0.2	0.4	0.0	1.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	210.5
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.5	0.0	0.0	0.3	3.0	6.7	57.8	8.0	4.7	0.2	0.5	1.2	8.1	0.3	0.0	0.0	1.0	93.1
Camborne	1.1	4.0	11.5	7.9	2.6	41.9	7.4	4.1	4.4	0.4	1.6	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	89.8	
Hayle	3.8	2.8	9.9	1.8	0.1	4.1	1.1	0.3	0.9	0.4	0.3	0.0	0.1	0.5	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.9	0.0	0.2	27.8
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	6.5	36.3	0.4	0.0	0.0	0.1	9.0	0.9	0.0	0.1	0.5	55.9
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	1.0	0.1	2.8	0.0	8.4	61.4	5.0	10.0	0.0	2.7	6.3	97.8	
Redruth	0.8	0.2	1.7	2.3	3.5	2.6	8.8	12.0	8.8	0.7	2.7	0.2	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	45.0
Liskeard	0.0	0.0	0.1	0.0	0.9	0.0	0.1	0.1	0.2	0.5	0.1	0.4	2.4	2.6	2.5	3.9	2.5	63.8	7.5	5.3	5.3	2.6	2.1	0.8	0.7	0.5	105.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.1	0.7	0.0	45.3	0.3	0.6	0.2	0.4	0.0	0.0	0.0	0.0	0.8	0.0	5.8	0.0	0.0	54.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.5
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	0.1	0.0	0.4	18.2	2.4	0.1	0.0	0.0	1.2	0.0	0.0	0.0	22.4
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.9	4.0	
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	0.5	6.4	0.0	0.0	0.0	1.2	0.0	0.0	8.1	
St Ives	0.2	9.1	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	10.1
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	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Pool	1.1	1.8	12.1	11.7	4.8	30.4	24.0	13.4	15.5	1.6	3.6	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	120.8
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	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.7	1.5	46.4	0.0	0.0	2.1	51.4
Helston	0.1	0.3	0.9	43.3	2.9	0.9	0.3	0.0	0.9	1.3	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.0	52.1	
Other Stores in Cornwall	0.6	0.0	0.3	0.5	1.0	0.0	0.3	0.2	0.2	0.6	1.1	0.3	2.9	1.3	0.4	2.0	1.0	6.7	1.8	1.3	1.1	0.5	1.2	4.6	0.7	0.3	30.7

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	18.7	148.0	4.1	2.9	4.3	14.0	10.2	0.9	1.0	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	211.3
St Austell	0.0	0.2	0.1	0.3	0.6	0.2	0.0	0.2	0.5	0.5	0.9	9.8	16.4	190.7	47.9	15.6	3.0	4.1	1.3	0.1	1.2	4.2	0.2	0.0	0.0	0.0	298.1
Truro	32.9	22.3	28.6	62.9	99.5	42.5	32.6	36.2	55.6	165.1	65.1	49.9	126.7	142.0	33.4	37.0	39.8	10.1	4.5	1.5	4.2	18.4	1.6	16.6	1.1	0.6	1130.8
Penzance	150.8	25.8	41.0	21.0	1.1	6.5	1.2	0.8	0.7	4.7	0.3	0.5	0.0	1.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	256.8
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.5	0.6	0.0	0.0	0.4	3.8	8.1	72.3	9.5	5.8	0.2	0.6	1.6	10.5	0.4	0.0	0.0	1.2	115.8
Camborne	1.4	4.9	14.1	9.9	3.3	51.6	9.3	5.1	5.3	0.5	2.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.3	111.0	
Hayle	4.7	3.4	12.1	2.2	0.1	5.0	1.3	0.4	1.1	0.5	0.3	0.0	0.1	0.6	0.0	0.2	0.0	0.2	0.0	0.0	0.0	0.2	0.2	1.2	0.0	0.2	34.1
Wadebridge	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.4	0.2	0.4	8.1	43.2	0.5	0.0	0.0	0.2	11.6	1.0	0.0	0.2	0.6	68.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.1	3.5	0.0	10.5	78.6	6.4	12.3	0.0	3.4	7.9	124.1
Redruth	0.9	0.3	2.0	2.8	4.5	3.2	11.0	15.2	10.7	0.8	3.4	0.3	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	56.1
Liskeard	0.0	0.0	0.2	0.0	1.2	0.0	0.1	0.1	0.3	0.7	0.1	0.5	3.0	3.3	3.1	4.9	3.0	78.4	9.0	6.6	6.8	3.3	2.5	1.0	0.9	0.7	129.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6	0.2	0.9	0.0	55.5	0.3	0.7	0.3	0.4	0.0	0.0	0.0	0.0	1.0	0.0	7.1	0.0	0.0	67.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	6.8
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	22.0	3.0	0.1	0.0	0.0	1.5	0.0	0.0	27.3
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	0.2	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	2.5	1.1	4.9	
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	0.6	8.0	0.0	0.0	1.5	0.0	0.0	10.1	
St Ives	0.3	11.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	12.3
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	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Pool	1.3	2.2	14.8	14.6	6.1	37.5	30.1	16.8	18.8	2.0	4.6	0.0	0.6	0.0	0.0	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	149.9
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	0.4	0.2	0.0	0.0	0.2	0.0	0.0	0.9	2.0	56.8	0.0	0.0	2.6	63.1
Helston	0.1	0.4	1.1	53.9	3.7	1.0	0.4	0.0	1.1	1.6	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.2	0.1	64.9
Other Stores in Cornwall	0.7	0.0	0.4	0.6	1.3	0.0	0.3	0.3	0.2	0.8	1.4	0.4	3.5	1.7	0.5	2.6	1.2	8.2	2.2	1.6	1.4	0.6	1.4	5.6	0.9	0.4	38.0

Notes:

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

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

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£/m)
	Total Net Sales	Convenience Goods Sales		
FALMOUTH & PENRYN	4180	2972	13638	40.5
Asda, Penryn	717	845	12900	8.3
Tesco, Killgrew Street, Falmouth	1820	1355	9213	12.6
Sainsbury's, Ponsardan, Falmouth	432	384	5726	2.2
Island, Berkeley Vale, Falmouth		186	10710	2.0
Marks & Spencer, Falmouth		1661	4000	6.6
Other town centre		500	3500	1.8
TOTAL				74.0
PENZANCE	2266	1812	12900	23.4
Asda, Penzance	2657	2126	11003	23.4
Morrisons, Penzance	619	557	5700	3.2
Co-op, Market Jew Street, Penzance	743	632	2620	1.8
Lidl, Penzance	467	420	5726	2.4
Island, Wharfedale, Penzance		1841	4000	7.4
Other town centre		500	3500	1.8
Co-op, The Strand, Newlyn	203	193	5700	1.1
Co-op, Siltensham	488	464	5700	2.6
TOTAL				67.6
LISKEARD	2313	1851	11003	20.4
Morrisons, Liskeard	978	610	5700	3.5
Co-op, Barras Street	744	670	5500	3.7
EuroStar		1120	4000	4.5
Other				32.0
TOTAL				32.0
WADEBRIDGE		1720	12900	22.2
Asda, Wadebridge	1137	967	5700	5.5
Co-op, Wadebridge	929	743	2620	2.1
Lidl, Wadebridge		669	4000	3.9
Other				33.7
TOTAL				33.7
HELSTON		1714	12900	22.1
Asda, Helston	997	848	5700	4.8
Co-op, Helston		1029	2820	2.9
Lidl, Helston		1343	4000	5.4
Other, Helston town centre				35.2
TOTAL				35.2
CAMBORNE, POOL & REDRUTH	1924	1635	12900	21.1
Asda, Westley Street, Camborne	434	412	5726	2.4
Island, Treowarren Street, Camborne	896	806	4300	3.5
Aldi, Church Street, Camborne	1000	800	2820	2.3
Lidl, Camborne	1183	1065	4000	4.3
Other Camborne town centre		250	3500	0.9
Other Camborne	6503	3252	12900	41.9
Tesco Extra, Pool	2807	2386	11003	26.3
Morrisons, Pool	250	250	3500	0.9
Other Pool	2183	1856	12900	23.9
Tesco, Velgus Hill, Redruth	455	455	5726	2.6
Island, Fore Street, Redruth	858	772	4000	3.1
Other Redruth town centre	250	250	3500	0.9
Other Redruth				133.9
TOTAL				133.9
NEWQUAY	2787	2230	11003	24.5
Morrisons, Newquay	1421	1216	5213	11.2
Sainsbury's, Fore Street, Newquay	1202	1022	5700	5.8
Co-op, Oakleigh Terrace, Newquay	929	743	2620	2.1
Lidl	2750	2750	4000	11.0
Other Newquay town centre	500	500	3500	1.8
Other				56.4
TOTAL				56.4
LAUNCESTON	2400	1800	12900	23.2
Asda, Launceston	929	743	2820	2.1
Lidl Launceston	210	200	5700	1.1
Co-op, Broad Street, Launceston	880	752	5700	4.5
Co-op, Newport Inn Estate	785	785	4000	3.1
Other				34.1
TOTAL				34.1
BODMIN	3188	1913	13836	26.5
Asda, Bodmin	2304	1843	11003	20.3
Morrisons, Bodmin	1922	1538	9213	14.2
Sainsbury's, Bodmin	314	298	5726	1.7
Island, Bodmin	900	900	4000	3.6
Other Bodmin town centre	600	600	3500	1.8
Other				68.0
TOTAL				68.0
BUDE		2109	11003	23.2
Morrisons, Bude	985	885	5213	9.1
Sainsbury's, Bude	600	600	5700	3.4
Co-op, Bude		1070	4000	4.3
Other				40.0
TOTAL				40.0
ST AUSTELL	4341	2821	13836	39.0
Asda, St Austell	1812	1812	12900	23.4
Co-op, West Hill, St Austell	939	939	5700	5.4
Co-op, Slades Road	251	251	5700	1.4
Somerfield, Middleway, St Blazey	774	674	5700	3.8
Aldi, St Austell	700	700	4300	3.0
Lidl, St Austell	650	650	2820	1.8
Other St Austell town centre	1320	1320	4000	5.3
Other (St Austell / St Blazey / Par)	1200	1200	3500	4.2
Island, St Austell	306	306	5726	1.8
Other				89.1
TOTAL				89.1
SALTASH	2780	2224	11877	26.4
Wainrow, Saltash	1029	1029	2820	2.9
Lidl, Saltash	495	445	5700	2.5
Co-op, Saltash	749	749	4000	3.0
Other				34.8
TOTAL				34.8
ST IVES	170	182	5700	0.9
Co-op, Royal Square	224	223	5700	1.3
Co-op, The Sternack	1578	1263	12900	18.3
Tesco, Carbis Bay	260	247	5700	1.4
Co-op, Trigenia Place, St Ives	312	296	4000	1.2
Other stores, Carbis Bay	897	718	4000	2.9
Other stores, St Ives				23.9
TOTAL				23.9
HAYLE	995	895	5700	5.1
Co-op, Hayle	1126	2820	2820	3.2
Lidl, Hayle	465	465	10710	5.0
Marks & Spencer, Hayle	530	4000	4000	2.1
Other				15.4
TOTAL				15.4
TRURO	3587	2691	12900	34.7
Asda, Truro	5981	3694	9213	34.0
Morrisons, Truro	760	616	4300	2.6
Sainsbury's, Truro	563	496	5700	2.8
Co-op, Boscawen Street, Truro	864	734	5700	4.2
Somerfield, Truro	1304	1324	10710	14.2
Marks & Spencer, Truro	430	409	5726	2.3
Island, Truro		1200	4000	4.8
Other Truro town centre		300	3500	1.1
Other				100.8
TOTAL				100.8
Commitments	2759	1931	9213	17.8
Sainsbury's, Helston	2251	1071	12900	13.8
Tesco extension, Helston	1070	856	4300	2.4
Lidl, Penryn	1000	800	4300	3.4
Aldi, Newquay		145	5000	0.7
Fradon (Food unit extension)	1070	856	2820	2.4
Lidl, Bodmin	952	762	4300	3.3
Aldi, Liskeard	2787	1486	12900	19.2
Tesco, Callington		1165	12900	15.4
Tesco extension, St Austell	536	429	2820	1.2
Lidl, Camborne (on-site redevelopment)				

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	69.2	71.7	82.0	90.6	99.5
Market Share (%)	4.7	4.6	4.7	4.8	4.8
Expenditure Inflow (£m)	8.7	9.0	10.3	11.4	12.5
Total Turnover Potential (£m)	77.9	80.7	92.4	102.0	112.0
Benchmark Turnover of Existing and Committed Facilities (£m)	76.4	76.7	78.1	79.3	80.5
Residual Expenditure (£m)	1.5	4.0	14.3	22.7	31.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	150	393	1394	2186	2988

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	55.0	58.7	65.5	70.9	76.4
Market Share (%)	3.7	3.7	3.8	3.8	3.8
Expenditure Inflow (£m)	7.0	7.5	8.3	9.0	9.7
Total Turnover Potential (£m)	61.9	66.1	73.9	80.0	86.1
Benchmark Turnover of Existing and Committed Facilities (£m)	70.4	70.7	71.9	73.0	74.1
Residual Expenditure (£m)	-8.4	-4.5	1.9	6.9	12.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-844	-453	188	668	1139

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	69.6	71.2	76.7	80.9	84.7
Market Share (%)	4.7	4.5	4.4	4.3	4.2
Expenditure Inflow (£m)	8.8	9.0	9.7	10.2	10.7
Total Turnover Potential (£m)	78.4	80.2	86.4	91.1	95.4
Benchmark Turnover of Existing and Committed Facilities (£m)	67.0	67.3	68.5	69.5	70.6
Residual Expenditure (£m)	11.4	12.9	17.9	21.5	24.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1142	1288	1754	2077	2354

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	58.5	58.4	63.5	67.3	71.2
Market Share (%)	3.9	3.7	3.6	3.6	3.6
Expenditure Inflow (£m)	3.5	3.5	3.8	4.0	4.3
Total Turnover Potential (£m)	62.0	61.9	67.3	71.4	75.4
Benchmark Turnover of Existing and Committed Facilities (£m)	35.3	35.4	36.1	36.6	37.2
Residual Expenditure (£m)	26.8	26.5	31.3	34.8	38.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2677	2639	3058	3350	3634

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	37.9	39.4	42.4	45.0	47.3
Market Share (%)	2.6	2.5	2.4	2.4	2.4
Expenditure Inflow (£m)	6.8	7.1	7.6	8.1	8.5
Total Turnover Potential (£m)	44.7	46.4	50.0	53.0	55.8
Benchmark Turnover of Existing and Committed Facilities (£m)	33.7	33.8	34.4	34.9	35.5
Residual Expenditure (£m)	11.1	12.6	15.6	18.1	20.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1105	1258	1529	1745	1934

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	44.6	52.8	59.0	63.6	68.4
Market Share (%)	3.0	3.4	3.4	3.4	3.4
Expenditure Inflow (£m)	7.5	8.9	9.9	10.7	11.5
Total Turnover Potential (£m)	52.1	61.7	68.9	74.3	79.9
Benchmark Turnover of Existing and Committed Facilities (£m)	66.8	67.1	68.3	69.3	70.4
Residual Expenditure (£m)	-14.7	-5.4	0.6	5.0	9.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-1474	-540	58	480	904

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	122.7	128.5	143.0	154.0	164.7
Market Share (%)	8.3	8.2	8.2	8.2	8.2
Expenditure Inflow (£m)	4.9	5.1	5.7	6.2	6.6
Total Turnover Potential (£m)	127.6	133.6	148.8	160.1	171.3
Benchmark Turnover of Existing and Committed Facilities (£m)	135.1	135.6	138.1	140.2	142.3
Residual Expenditure (£m)	-7.5	-2.0	10.7	19.9	29.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-746	-199	1043	1922	2751

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	44.8	46.9	51.0	54.4	57.6
Market Share (%)	3.0	3.0	2.9	2.9	2.9
Expenditure Inflow (£m)	9.4	9.9	10.7	11.4	12.1
Total Turnover Potential (£m)	54.2	56.8	61.7	65.8	69.7
Benchmark Turnover of Existing and Committed Facilities (£m)	59.8	60.1	61.2	62.1	63.0
Residual Expenditure (£m)	-5.6	-3.3	0.6	3.7	6.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-560	-330	55	355	632

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	50.4	51.0	58.6	64.8	71.4
Market Share (%)	3.4	3.2	3.4	3.5	3.6
Expenditure Inflow (£m)	4.3	4.3	5.0	5.5	6.1
Total Turnover Potential (£m)	54.7	55.3	63.6	70.3	77.5
Benchmark Turnover of Existing and Committed Facilities (£m)	34.1	34.2	34.9	35.4	35.9
Residual Expenditure (£m)	20.6	21.1	28.7	34.9	41.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2058	2098	2808	3364	3943

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	37.9	39.7	43.0	45.6	48.3
Market Share (%)	2.6	2.5	2.5	2.4	2.4
Expenditure Inflow (£m)	3.2	3.4	3.7	3.9	4.1
Total Turnover Potential (£m)	41.2	43.0	46.6	49.5	52.4
Benchmark Turnover of Existing and Committed Facilities (£m)	40.0	40.1	40.9	41.5	42.1
Residual Expenditure (£m)	1.2	2.9	5.8	8.0	10.3
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	118	290	564	769	979

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	114.4	122.4	137.2	149.0	160.8
Market Share (%)	7.7	7.8	7.9	8.0	8.0
Expenditure Inflow (£m)	6.9	7.3	8.2	8.9	9.6
Total Turnover Potential (£m)	121.2	129.8	145.4	158.0	170.4
Benchmark Turnover of Existing and Committed Facilities (£m)	104.5	104.9	106.8	108.5	110.1
Residual Expenditure (£m)	16.7	24.8	38.6	49.5	60.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1670	2475	3776	4771	5730

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	27.9	28.7	31.1	32.9	35.2
Market Share (%)	1.9	1.8	1.8	1.8	1.8
Expenditure Inflow (£m)	2.4	2.4	2.6	2.8	3.0
Total Turnover Potential (£m)	30.2	31.1	33.8	35.7	38.2
Benchmark Turnover of Existing and Committed Facilities (£m)	34.8	35.0	35.6	36.2	36.7
Residual Expenditure (£m)	-4.6	-3.9	-1.9	-0.5	1.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-461	-389	-182	-45	145

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	15.3	16.0	17.4	18.5	19.5
Market Share (%)	1.0	1.0	1.0	1.0	1.0
Expenditure Inflow (£m)	2.8	2.9	3.1	3.3	3.5
Total Turnover Potential (£m)	18.0	18.8	20.5	21.8	23.1
Benchmark Turnover of Existing and Committed Facilities (£m)	15.4	15.4	15.7	16.0	16.2
Residual Expenditure (£m)	2.7	3.4	4.8	5.8	6.9
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	267	340	467	561	651

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

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1572.6	1743.1	1871.9	2003.4
Turnover from Study Area (£m)	92.3	98.9	111.5	121.6	132.0
Market Share (%)	6.21	6.29	6.40	6.50	6.6
Expenditure Inflow (£m)	14.1	15.1	17.1	18.6	20.2
Total Turnover Potential (£m)	106.4	114.1	128.6	140.2	152.2
Benchmark Turnover of Existing and Committed Facilities (£m)	100.8	101.2	103.0	104.6	106.1
Residual Expenditure (£m)	5.7	12.9	25.6	35.7	46.1
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	567	1283	2500	3436	4375

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	80.7	93.3	129.2	164.6	208.6
Market Share (%)	3.6	3.6	3.7	3.8	3.8
Expenditure Inflow (£m)	10.2	11.8	16.3	20.7	26.3
Total Turnover Potential (£m)	90.9	105.0	145.5	185.3	234.8
Benchmark Turnover of Existing and Committed Facilities (£m)	90.9	95.0	107.5	118.7	131.1
Residual Expenditure (£m)	0.0	10.0	37.9	66.6	103.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1917	6407	10186	14382

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	47.5	62.1	83.3	103.5	128.5
Market Share (%)	2.1	2.4	2.4	2.4	2.4
Expenditure Inflow (£m)	3.0	3.9	5.2	6.5	8.1
Total Turnover Potential (£m)	50.5	66.1	88.6	110.0	136.6
Benchmark Turnover of Existing and Committed Facilities (£m)	60.5	63.2	71.6	79.0	87.2
Residual Expenditure (£m)	-10.0	2.8	17.0	31.0	49.4
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2000	539	2873	4746	6843

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

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TABLE 16: COMPARISON GOODS CAPACITY 2009-2026

PENZANCE

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	115.1	130.3	171.2	209.7	255.9
Market Share (%)	5.1	5.0	4.9	4.8	4.7
Expenditure Inflow (£m)	10.4	11.7	15.4	18.9	23.0
Total Turnover Potential (£m)	125.5	142.0	186.7	228.6	278.9
Benchmark Turnover of Existing and Committed Facilities (£m)	125.5	131.2	148.5	164.0	181.1
Residual Expenditure (£m)	0.0	10.8	38.1	64.6	97.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	2064	6441	9887	13566

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

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CORNWALL RETAIL STUDY - POPULATION AND HOUSEHOLD GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	55.4	63.8	84.9	105.1	129.5
Market Share (%)	2.4	2.4	2.4	2.4	2.4
Expenditure Inflow (£m)	4.7	5.4	7.2	8.9	11.0
Total Turnover Potential (£m)	60.1	69.2	92.1	114.0	140.5
Benchmark Turnover of Existing and Committed Facilities (£m)	60.1	62.9	71.2	78.6	86.7
Residual Expenditure (£m)	0.0	6.3	21.0	35.4	53.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1211	3546	5423	7458

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	30.9	35.0	45.6	55.9	68.0
Market Share (%)	1.4	1.3	1.3	1.3	1.2
Expenditure Inflow (£m)	4.6	5.2	6.8	8.4	10.2
Total Turnover Potential (£m)	35.5	40.2	52.4	64.2	78.2
Benchmark Turnover of Existing and Committed Facilities (£m)	35.5	37.2	42.1	46.5	51.3
Residual Expenditure (£m)	0.0	3.0	10.3	17.8	26.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	581	1746	2722	3725

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	26.5	36.4	48.8	60.4	75.0
Market Share (%)	1.2	1.4	1.4	1.4	1.4
Expenditure Inflow (£m)	3.4	4.7	6.2	7.7	9.6
Total Turnover Potential (£m)	29.9	41.1	55.1	68.2	84.6
Benchmark Turnover of Existing and Committed Facilities (£m)	40.5	42.3	47.9	52.9	58.4
Residual Expenditure (£m)	-10.6	-1.2	7.2	15.3	26.3
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2120	-232	1211	2341	3641

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

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TABLE 16: COMPARISON GOODS CAPACITY 2009-2031

CPR

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	131.8	151.5	204.4	254.8	316.1
Market Share (%)	5.8	5.8	5.8	5.8	5.8
Expenditure Inflow (£m)	13.2	15.1	20.4	25.5	31.6
Total Turnover Potential (£m)	145.0	166.6	224.9	280.3	347.7
Benchmark Turnover of Existing and Committed Facilities (£m)	145.0	151.6	171.6	189.5	209.2
Residual Expenditure (£m)	0.0	15.0	53.3	90.8	138.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	2866	9003	13902	19204

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	29.4	43.6	57.1	69.6	85.2
Market Share (%)	1.3	1.7	1.6	1.6	1.6
Expenditure Inflow (£m)	4.6	6.8	8.9	10.9	13.3
Total Turnover Potential (£m)	34.0	50.4	66.0	80.5	98.5
Benchmark Turnover of Existing and Committed Facilities (£m)	51.0	53.3	60.4	66.7	73.6
Residual Expenditure (£m)	-17.0	-2.9	5.6	13.8	24.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-3400	-557	953	2119	3457

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	46.3	55.0	76.6	97.8	124.1
Market Share (%)	2.0	2.1	2.2	2.2	2.3
Expenditure Inflow (£m)	3.0	3.5	4.9	6.3	7.9
Total Turnover Potential (£m)	49.2	58.6	81.5	104.0	132.0
Benchmark Turnover of Existing and Committed Facilities (£m)	49.2	51.5	58.3	64.3	71.0
Residual Expenditure (£m)	0.0	7.1	23.2	39.7	61.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	1356	3921	6079	8452

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	27.7	31.7	41.8	51.4	63.1
Market Share (%)	1.2	1.2	1.2	1.2	1.2
Expenditure Inflow (£m)	3.4	3.9	5.2	6.4	7.8
Total Turnover Potential (£m)	31.2	35.7	46.9	57.7	71.0
Benchmark Turnover of Existing and Committed Facilities (£m)	31.2	32.6	36.9	40.8	45.0
Residual Expenditure (£m)	0.0	3.0	10.0	17.0	26.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	583	1693	2598	3599

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	119.4	155.6	210.1	262.4	327.1
Market Share (%)	5.3	5.9	6.0	6.0	6.0
Expenditure Inflow (£m)	9.6	12.4	16.8	21.0	26.2
Total Turnover Potential (£m)	129.0	168.0	226.9	283.4	353.2
Benchmark Turnover of Existing and Committed Facilities (£m)	150.0	156.9	177.5	196.0	216.4
Residual Expenditure (£m)	-21.0	11.2	49.3	87.4	136.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-4202	2135	8336	13372	18962

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	12.2	13.9	18.3	22.4	27.3
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	14.3	18.9	23.1	28.1
Benchmark Turnover of Existing and Committed Facilities (£m)	12.6	13.1	14.9	16.4	18.1
Residual Expenditure (£m)	0.0	1.2	4.0	6.7	10.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	229	676	1022	1380

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	14.9	17.0	22.5	27.8	34.1
Market Share (%)	0.7	0.6	0.6	0.6	0.6
Expenditure Inflow (£m)	3.0	3.4	4.5	5.6	6.8
Total Turnover Potential (£m)	17.8	20.4	27.0	33.3	40.9
Benchmark Turnover of Existing and Committed Facilities (£m)	17.8	18.6	21.1	23.3	25.7
Residual Expenditure (£m)	0.0	1.7	5.9	10.0	15.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	331	1000	1532	2106

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

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

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2621.2	3527.4	4386.9	5437.3
Turnover from Study Area (£m)	460.7	499.8	679.5	854.9	1066.8
Market Share (%)	20.3	19.1	19.3	19.5	19.6
Expenditure Inflow (£m)	23.0	25.0	34.0	42.7	53.3
Total Turnover Potential (£m)	483.7	524.7	713.4	897.6	1120.2
Benchmark Turnover of Existing and Committed Facilities (£m)	407.7	426.4	482.6	532.8	588.3
Residual Expenditure (£m)	76.0	98.4	230.8	364.8	531.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	15203	18816	39006	55829	73728

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

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