

CORNWALL COUNCIL
CORNWALL RETAIL STUDY

Technical Annex 4 Zero Growth Scenario

Population

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO 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	
							No.	(%)	No.	(%)	No.	(%)
1	penzance	34,733	33,533	31,883	30,883	30,383	-1,200	-3.5	-2,850	-8.2	-3,850	-11.0846
2	hayle & st ives	12,644	12,434	12,104	11,909	11,804	-210	-1.7	-540	-4.3	-735	-5.81303
3	hayle & st ives	20,088	19,598	18,828	18,373	18,128	-490	-2.4	-1,260	-6.3	-1,715	-8.53744
4	helston	29,796	28,796	27,296	26,346	25,746	-1,000	-3.4	-2,500	-8.4	-3,450	-11.5787
5	falmouth	38,715	37,615	36,165	35,515	35,215	-1,100	-2.8	-2,550	-6.6	-3,200	-8.26553
6	camborne & redruth	25,353	24,708	23,868	23,373	25,125	-645	-2.5	-1,485	-5.9	-1,980	-7.80973
7	camborne & redruth	13,653	13,008	12,168	11,673	13,425	-645	-4.7	-1,485	-10.9	-1,980	-14.5023
8	camborne & redruth	11,776	11,131	10,291	9,796	11,548	-645	-5.5	-1,485	-12.6	-1,980	-16.8139
9	camborne & redruth	19,762	19,547	19,267	19,102	19,686	-215	-1.1	-495	-2.5	-660	-3.33974
10	truro	28,885	28,045	26,645	25,765	25,245	-840	-2.9	-2,240	-7.8	-3,120	-10.8015
11	st agnes	12,095	11,895	11,495	11,295	11,195	-200	-1.7	-600	-5.0	-800	-6.6143
12	truro	10,253	10,043	9,693	9,473	9,343	-210	-2.0	-560	-5.5	-780	-7.60753
13	newquay	37,237	36,337	35,087	34,437	33,937	-900	-2.4	-2,150	-5.8	-2,800	-7.5194
14	china clay / st austell	51879	49,829	46,929	45,079	43,779	-2,050	-4.0	-4,950	-9.5	-6,800	-13.1074
15	st blazez	18938	18,788	18,538	18,388	18,388	-150	-0.8	-400	-2.1	-550	-2.90421
16	bodmin	24201	23,551	22,751	22,351	22,101	-650	-2.7	-1,450	-6.0	-1,850	-7.64431
17	wadebridge	20401	19,851	19,001	18,551	18,251	-550	-2.7	-1,400	-6.9	-1,850	-9.06818
18	liskeard	32536	31,636	30,236	29,336	28,686	-900	-2.8	-2,300	-7.1	-3,200	-9.83526
19	saltash	36732	35,582	34,032	33,182	32,582	-1,150	-3.1	-2,700	-7.4	-3,550	-9.6646
20	callington	14789	14,339	13,689	13,339	13,139	-450	-3.0	-1,100	-7.4	-1,450	-9.80458
21	launceston	20380	19,680	18,680	17,980	17,480	-700	-3.4	-1,700	-8.3	-2,400	-11.7763
22	camelford	8892	8,692	8,392	8,192	8,142	-200	-2.2	-500	-5.6	-700	-7.87224
23	bude	26135	25,685	25,035	24,635	24,335	-450	-1.7	-1,100	-4.2	-1,500	-5.73943
24		265317	274318	289486	297422	305358	9,001	3.4	24,169	9.1	32,105	12.10062
25		28130	29396	31393	32893	34393	1,266	4.5	3,263	11.6	4,763	16.9321
26		24032	25373	27293	28761	30229	1,341	5.6	3,261	13.6	4,729	19.67793
TOTAL		867,352	863,410	860,245	858,049	867,643	-3,942	-0.5	-7,107	-0.8	-9,303	-1.07257

Notes:

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

this population change scenario is based upon Cornwall Council's migration-based growth option

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

A: CONVENIENCE GOODS

ZONE	2009	2014	2021	2026	2031
1	59.5	58.6	58.3	58.5	59.6
2	21.7	21.7	22.1	22.6	23.1
3	34.4	34.2	34.4	34.8	35.5
4	51.0	50.3	49.9	49.9	50.5
5	66.3	65.7	66.1	67.2	69.0
6	43.4	43.2	43.6	44.3	49.3
7	23.4	22.7	22.3	22.1	26.3
8	20.2	19.4	18.8	18.5	22.6
9	33.9	34.1	35.2	36.2	38.6
10	49.5	49.0	48.7	48.8	49.5
11	20.7	20.8	21.0	21.4	22.0
12	17.6	17.5	17.7	17.9	18.3
13	63.8	63.5	64.2	65.2	66.5
14	88.9	87.0	85.8	85.4	85.8
15	32.4	32.8	33.9	34.8	36.1
16	41.5	41.1	41.6	42.3	43.3
17	34.9	34.7	34.7	35.1	35.8
18	55.7	55.3	55.3	55.5	56.2
19	62.9	62.2	62.2	62.8	63.9
20	25.3	25.0	25.0	25.3	25.8
21	34.9	34.4	34.2	34.0	34.3
22	15.2	15.2	15.3	15.5	16.0
23	44.8	44.9	45.8	46.6	47.7
24	454.5	479.1	529.4	563.2	598.7
25	48.2	51.3	57.4	62.3	67.4
26	41.2	44.3	49.9	54.5	59.3
TOTAL	1485.8	1508.1	1573.1	1624.7	1701.2

Notes:

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

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**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	20.0	24.2	28.1	33.1
2	6.8	7.4	9.2	10.8	12.9
3	10.8	11.7	14.3	16.7	19.7
4	15.9	17.2	20.7	23.9	28.0
5	20.7	22.4	27.4	32.3	38.4
6	13.6	14.7	18.1	21.2	27.4
7	7.3	7.8	9.2	10.6	14.6
8	6.3	6.6	7.8	8.9	12.6
9	10.6	11.7	14.6	17.4	21.4
10	15.5	16.7	20.2	23.4	27.5
11	6.5	7.1	8.7	10.3	12.2
12	5.5	6.0	7.3	8.6	10.2
13	19.9	21.7	26.6	31.3	37.0
14	27.8	29.7	35.6	41.0	47.7
15	10.1	11.2	14.0	16.7	20.0
16	13.0	14.0	17.2	20.3	24.1
17	10.9	11.8	14.4	16.9	19.9
18	17.4	18.9	22.9	26.7	31.3
19	19.7	21.2	25.8	30.1	35.5
20	7.9	8.5	10.4	12.1	14.3
21	10.9	11.7	14.2	16.3	19.0
22	4.8	5.2	6.4	7.4	8.9
23	14.0	15.3	19.0	22.4	26.5
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	514.6	651.7	779.5	945.2

Notes:

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

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**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	10.9	13.2	15.3	18.0
2	3.7	4.0	5.0	5.9	7.0
3	5.9	6.4	7.8	9.1	10.8
4	8.7	9.4	11.3	13.0	15.3
5	11.3	12.2	14.9	17.6	20.9
6	7.4	8.0	9.9	11.6	14.9
7	4.0	4.2	5.0	5.8	8.0
8	3.4	3.6	4.2	4.8	6.9
9	5.8	6.3	8.0	9.5	11.7
10	8.4	9.1	11.0	12.8	15.0
11	3.5	3.9	4.7	5.6	6.6
12	3.0	3.3	4.0	4.7	5.5
13	10.9	11.8	14.5	17.0	20.1
14	15.1	16.2	19.4	22.3	26.0
15	5.5	6.1	7.7	9.1	10.9
16	7.1	7.6	9.4	11.1	13.1
17	5.9	6.4	7.8	9.2	10.8
18	9.5	10.3	12.5	14.5	17.0
19	10.7	11.6	14.0	16.4	19.3
20	4.3	4.7	5.6	6.6	7.8
21	5.9	6.4	7.7	8.9	10.4
22	2.6	2.8	3.5	4.1	4.8
23	7.6	8.3	10.3	12.2	14.4
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	280.4	355.0	424.7	515.0

Notes:

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

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**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	12.4	15.0	17.4	20.6
2	4.2	4.6	5.7	6.7	8.0
3	6.7	7.3	8.9	10.4	12.3
4	9.9	10.7	12.9	14.9	17.4
5	12.9	13.9	17.0	20.1	23.8
6	8.4	9.2	11.2	13.2	17.0
7	4.5	4.8	5.7	6.6	9.1
8	3.9	4.1	4.8	5.5	7.8
9	6.6	7.2	9.1	10.8	13.3
10	9.6	10.4	12.5	14.5	17.1
11	4.0	4.4	5.4	6.4	7.6
12	3.4	3.7	4.6	5.3	6.3
13	12.4	13.5	16.5	19.4	23.0
14	17.3	18.5	22.1	25.5	29.6
15	6.3	7.0	8.7	10.4	12.5
16	8.1	8.7	10.7	12.6	15.0
17	6.8	7.4	8.9	10.5	12.4
18	10.8	11.7	14.2	16.6	19.4
19	12.2	13.2	16.0	18.7	22.1
20	4.9	5.3	6.4	7.5	8.9
21	6.8	7.3	8.8	10.2	11.8
22	3.0	3.2	4.0	4.6	5.5
23	8.7	9.5	11.8	13.9	16.5
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	319.9	405.1	484.5	587.5

Notes:

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

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**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	4.2	5.0	5.8	6.9
2	1.4	1.5	1.9	2.3	2.7
3	2.2	2.4	3.0	3.5	4.1
4	3.3	3.6	4.3	5.0	5.8
5	4.3	4.7	5.7	6.7	8.0
6	2.8	3.1	3.8	4.4	5.7
7	1.5	1.6	1.9	2.2	3.0
8	1.3	1.4	1.6	1.9	2.6
9	2.2	2.4	3.0	3.6	4.5
10	3.2	3.5	4.2	4.9	5.7
11	1.3	1.5	1.8	2.1	2.5
12	1.1	1.2	1.5	1.8	2.1
13	4.1	4.5	5.5	6.5	7.7
14	5.8	6.2	7.4	8.5	9.9
15	2.1	2.3	2.9	3.5	4.2
16	2.7	2.9	3.6	4.2	5.0
17	2.3	2.5	3.0	3.5	4.1
18	3.6	3.9	4.8	5.5	6.5
19	4.1	4.4	5.4	6.3	7.4
20	1.6	1.8	2.2	2.5	3.0
21	2.3	2.4	2.9	3.4	4.0
22	1.0	1.1	1.3	1.5	1.8
23	2.9	3.2	3.9	4.7	5.5
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	107.2	135.7	162.3	196.8

Notes:

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

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**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	14.0	16.9	19.6	23.1
2	4.7	5.2	6.4	7.6	9.0
3	7.5	8.2	10.0	11.7	13.8
4	11.1	12.0	14.4	16.7	19.6
5	14.5	15.7	19.1	22.5	26.8
6	9.5	10.3	12.6	14.8	19.1
7	5.1	5.4	6.4	7.4	10.2
8	4.4	4.6	5.4	6.2	8.8
9	7.4	8.1	10.2	12.1	15.0
10	10.8	11.7	14.1	16.3	19.2
11	4.5	5.0	6.1	7.2	8.5
12	3.8	4.2	5.1	6.0	7.1
13	13.9	15.1	18.6	21.9	25.8
14	19.4	20.7	24.8	28.6	33.3
15	7.1	7.8	9.8	11.7	14.0
16	9.0	9.8	12.0	14.2	16.8
17	7.6	8.3	10.1	11.8	13.9
18	12.2	13.2	16.0	18.6	21.8
19	13.7	14.8	18.0	21.1	24.8
20	5.5	6.0	7.2	8.5	10.0
21	7.6	8.2	9.9	11.4	13.3
22	3.3	3.6	4.4	5.2	6.2
23	9.8	10.7	13.2	15.6	18.5
24	99.2	114.2	153.2	188.7	232.4
25	10.5	12.2	16.6	20.9	26.2
26	9.0	10.6	14.4	18.3	23.0
TOTAL	324.2	359.5	455.2	544.5	660.3

Notes:

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

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**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	19.2	23.3	27.0	31.9
2	6.5	7.1	8.8	10.4	12.4
3	10.4	11.2	13.7	16.1	19.0
4	15.4	16.5	19.9	23.1	27.0
5	20.0	21.6	26.4	31.1	36.9
6	13.1	14.2	17.4	20.4	26.4
7	7.0	7.5	8.9	10.2	14.1
8	6.1	6.4	7.5	8.6	12.1
9	10.2	11.2	14.1	16.7	20.7
10	14.9	16.1	19.4	22.5	26.5
11	6.2	6.8	8.4	9.9	11.7
12	5.3	5.8	7.1	8.3	9.8
13	19.2	20.9	25.6	30.1	35.6
14	26.7	28.6	34.2	39.4	45.9
15	9.8	10.8	13.5	16.1	19.3
16	12.5	13.5	16.6	19.6	23.2
17	10.5	11.4	13.9	16.2	19.1
18	16.8	18.2	22.1	25.7	30.1
19	18.9	20.4	24.8	29.0	34.2
20	7.6	8.2	10.0	11.7	13.8
21	10.5	11.3	13.6	15.7	18.3
22	4.6	5.0	6.1	7.2	8.5
23	13.5	14.7	18.3	21.6	25.5
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	495.6	627.6	750.7	910.4

Notes:

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

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**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	17.0	20.5	23.8	28.1
2	5.7	6.3	7.8	9.2	10.9
3	9.1	9.9	12.1	14.2	16.8
4	13.5	14.6	17.5	20.3	23.8
5	17.6	19.0	23.2	27.4	32.5
6	11.5	12.5	15.3	18.0	23.2
7	6.2	6.6	7.8	9.0	12.4
8	5.3	5.6	6.6	7.6	10.7
9	9.0	9.9	12.4	14.7	18.2
10	13.1	14.2	17.1	19.9	23.3
11	5.5	6.0	7.4	8.7	10.3
12	4.7	5.1	6.2	7.3	8.6
13	16.9	18.4	22.6	26.5	31.4
14	23.6	25.2	30.2	34.7	40.5
15	8.6	9.5	11.9	14.2	17.0
16	11.0	11.9	14.6	17.2	20.4
17	9.3	10.0	12.2	14.3	16.9
18	14.8	16.0	19.4	22.6	26.5
19	16.7	18.0	21.9	25.6	30.1
20	6.7	7.3	8.8	10.3	12.1
21	9.3	10.0	12.0	13.9	16.2
22	4.0	4.4	5.4	6.3	7.5
23	11.9	13.0	16.1	19.0	22.5
24	120.5	138.7	186.1	229.2	282.2
25	12.8	14.9	20.2	25.4	31.8
26	10.9	12.8	17.5	22.2	27.9
TOTAL	393.8	436.6	552.9	661.4	802.0

Notes:

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

TABLE 4B: MARKET SHARE OF TOP-UP CONVENIENCE FACILITIES IN CORNWALL

STORE / CENTRE	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 & PENRYN	0%	0%	0%	4%	81%	0%	0%	4%	7%	2%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Asda, Penryn	0%	0%	0%	4%	18%	0%	0%	2%	5%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Tesco, Killigrew Street, Falmouth	0%	0%	0%	25%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Co-op, Ponsharden, Falmouth	0%	0%	0%	5%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Iceland, Berkeley Vale, Falmouth	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%	
Marks & Spencer, Falmouth	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%	
Other	0%	0%	0%	21%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
PENZAANCE	82%	9%	21%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	
Tesco, Penzance	13%	2%	7%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Safeway / Morrisons, Penzance	11%	2%	9%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Co-op, Penzance	26%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
Lidl, Penzance	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%	
Iceland, Wharfside, Penzance	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%	
Other	22%	2%	2%	0%	1%	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%	1%	34%	0%	1%	0%	0%	
Co-op, Camelford	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	29%	0%	1%	0%	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%	5%	0%	0%	0%	0%	
LOOE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	0%	
Somerfield, Looe	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%	
Other	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%	
CALLINGTON	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	53%	0%	0%	0%	0%	0%	
Co-op, New Road, Callington	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	37%	0%	0%	0%	0%	0%	
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%	
Spar, Fore Street, Callington	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	0%	0%	0%	0%	0%	0%	
Other stores in Callington	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	3%	0%	0%	0%	0%	0%	
LISKEARD	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	65%	6%	3%	1%	0%	0%	1%	0%	
Morrisons, Liskeard	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	38%	5%	2%	0%	0%	1%	0%	1%	
Somerfield, Liskeard	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	10%	0%	0%	1%	0%	0%	0%	0%	
Other	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	1%	2%	0%	0%	0%	0%	0%	
WADEBRIDGE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	7%	59%	0%	0%	0%	0%	15%	0%	2%	0%	
Tesco, Wadebridge	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	14%	0%	0%	0%	0%	5%	0%	1%	0%	
Co-op, Wadebridge	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	3%	25%	0%	0%	0%	0%	2%	0%	0%	0%	
Lidl, Wadebridge	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	2%	6%	0%	0%	0%	0%	7%	0%	0%	0%	
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
HELSTON	0%	0%	3%	66%	3%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Tesco, Helston	0%	0%	1%	33%	1%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Somerfield, Helston	0%	0%	1%	14%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
Lidl, Helston	0%	0%	1%	14%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	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%	
CAMBORNE, POOL & REDRUTH	0%	0%	12%	3%	3%	90%	93%	88%	57%	2%	6%	0%	2%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Tesco, Wesley Street, Camborne	0%	0%	3%	1%	0%	39%	1%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Tesco, Tolgus Hill, Redruth	0%	0%	0%	0%	1%	16%	40%	12%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Tesco Extra, Pool	0%	0%	2%	1%	0%	6%	14%	4%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Morrisons, Pool	0%	0%	1%	1%	0%	9%	26%	8%	10%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Aldi, Church Street, Camborne	0%	0%	2%	0%	0%	9%	1%	1%	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Lidl, Camborne	0%	0%	1%	0%	0%	5%	1%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Iceland, Treloar Warren Street, Camborne	0%	0%	0%	0%	0%	16%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Iceland, Fore Street, Redruth	0%	0%	0%	0%	0%	4%	13%	12%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	0%	0%	2%	1%	1%	6%	28%	23%	10%	2%	2%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
NEWQUAY	1%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	60%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Safeway / Morrisons, Newquay	0%	0%	0%	0%	0%	0%	0%	0%	0%	6%	0%	25%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Somerfield, Fore Street, Newquay	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%	
Co-op, Oakleigh Terrace, Newquay	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%	
Other	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	17%	0%	0%	0%	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%	2%	0%	0%	1%	0%	8%	90%	5%	9%	0%	2%	
Tesco, Launceston	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	3%	29%	2%	3%	0%	1%	
Lidl, Launceston	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	9%	0%	3%	0%	1%	
Co-op, Launceston	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	14%	0%	1%	0%	0%	
Somerfield, Launceston	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	13%	2%	3%	0%	1%	
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	25%	0%	0%	0%	3%	
BODMIN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	79%	1%	4%	1%	0%	1%	5%	1%	1%	0%	1%	
Asda, Bodmin	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	22%	0%	2%	0%	0%	5%	0%	0%	0%	2%	
Morrisons, Bodmin	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	23%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%	
Sainsburys, Bodmin	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	14%	0%	1%	0%	0%	0%	0%	1%	0%	0%	
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	20%	0%	0%	0%	0%	0%	1%	0%	0%	0%	
BUDE	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	66%	2%	0%	3%	
Morrisons, Bude	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	22%	0%	0%	3%	
Somerfield, Bude	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	25%	0%	0%	0%	
Co-op, Bude	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	11%	2%	0%	0%	
Other	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%	
ST																										

TABLE 5B: TURNOVER OF TOP-UP FOOD CONVENIENCE FACILITIES IN CORNWALL (2009)

STORE / CENTRE	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
FALMOUTH & PENRYN	0.0	0.0	0.0	0.7	16.6	0.0	0.0	0.2	0.8	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	0.2	0.0	0.0	0.0	18.9
Asda, Penryn	0.0	0.0	0.0	0.7	3.7	0.0	0.0	0.1	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	5.3
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	5.1	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	5.4
Co-op, Ponsharden, Falmouth	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.5
Iceland, Berkeley Vale, 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
Marks & Spencer, Falmouth	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	4.4	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	4.4
PENZANCE	15.1	0.6	2.3	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.9
Tesco, Penzance	2.4	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Safeway / Morrisons, Penzance	2.0	0.1	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	3.2
Co-op, Penzance	4.8	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Lidl, Penzance	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Iceland, Wharfside, Penzance	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	4.1	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	0.0	0.0	0.0	4.6
CAMELFORD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.6	0.0	1.4	0.0	0.0	3.2
Co-op, Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.4	0.0	1.4	0.0	0.0	2.9
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	0.2	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	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.2	0.5	4.2	0.0	0.0	0.0	0.0	0.0	0.0	4.8
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	0.2	2.9	0.0	0.0	0.0	0.0	0.0	0.0	3.1
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
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	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.7
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	11.2	1.2	0.3	0.1	0.0	0.0	1.4	0.0	0.2	14.7
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	6.5	0.9	0.1	0.0	0.0	0.0	1.4	0.0	0.2	9.3
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	1.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.8
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	3.0	0.2	0.1	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	0.2	0.3	0.0	0.9	6.4	0.0	0.0	0.0	0.0	0.7	0.0	2.8	0.0	0.0	11.3
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	0.3	1.5	0.0	0.0	0.0	0.0	0.2	0.0	1.4	0.0	0.0	3.5
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	0.3	2.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.3
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	0.3	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	3.0
HELSTON	0.0	0.0	0.4	10.4	0.5	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	0.2	0.0	0.0	0.0	0.0	12.0
Tesco, Helston	0.0	0.0	0.1	5.3	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	0.0	0.0	0.0	0.0	6.2
Somerfield, Helston	0.0	0.0	0.1	2.2	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	0.2	0.0	0.0	0.0	2.7
Lidl, Helston	0.0	0.0	0.1	2.2	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	2.5
Other	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
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.3	0.5	0.5	12.1	6.7	5.5	6.0	0.3	0.4	0.0	0.0	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	34.1
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.1	0.0	5.3	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	6.1
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.3	0.1	1.2	2.5	1.2	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	5.5
Tesco Extra, Pool	0.0	0.0	0.2	0.1	0.0	0.8	1.0	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Morrisons, Pool	0.0	0.0	0.1	0.1	0.0	1.2	1.9	0.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Aldi, Church Street, Camborne	0.0	0.0	0.2	0.0	0.0	1.2	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Lidl, Camborne	0.0	0.0	0.1	0.0	0.0	0.6	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	1.3
Iceland, Treloar Warren Street, Camborne	0.0	0.0	0.0	0.0	0.0	2.1	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	2.2
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	2.3
Other	0.0	0.0	0.2	0.1	0.2	0.7	2.0	1.5	1.0	0.3	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	6.5
NEWQUAY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	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	12.3
Safeway / Morrisons, Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	4.9	0.0	0.0													

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

STORE / CENTRE	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
FALMOUTH & PENRYN	0.0	0.0	0.0	0.6	16.5	0.0	0.0	0.2	0.8	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	0.2	0.0	0.0	0.0	18.8
Asda, Penryn	0.0	0.0	0.0	0.6	3.7	0.0	0.0	0.1	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	5.3
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	5.1	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	5.4
Co-op, Ponsharden, Falmouth	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.5
Iceland, Berkeley Vale, 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
Marks & Spencer, Falmouth	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	4.4	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	4.4
PENZANCE	14.8	0.6	2.3	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.6
Tesco, Penzance	2.3	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Safeway / Morrisons, Penzance	2.0	0.1	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	3.1
Co-op, Penzance	4.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3
Lidl, Penzance	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Iceland, Wharfside, Penzance	1.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	4.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
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	0.1	1.6	0.0	1.6	0.0	0.0	3.4
Co-op, Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.4	0.0	1.6	0.0	0.0	3.2
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	0.2	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	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.2	0.5	4.1	0.0	0.0	0.0	0.0	0.0	4.8
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	0.0	0.2	2.8	0.0	0.0	0.0	0.0	0.0	3.1
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	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0
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	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.7
LISKEARD	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	11.1	1.2	0.3	0.1	0.0	0.0	1.6	0.0	14.9
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	0.0	6.4	0.9	0.1	0.0	0.0	0.0	1.6	0.0	9.5
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	0.0	1.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8
Other	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	3.0	0.2	0.1	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	0.2	0.3	0.0	0.9	6.4	0.0	0.0	0.0	0.0	0.7	0.0	3.3	0.0	0.0	11.7
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	0.3	1.5	0.0	0.0	0.0	0.0	0.2	0.0	1.6	0.0	0.0	3.7
Co-op, Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	2.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.3
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	0.3	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.5
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	3.2
HELSTON	0.0	0.0	0.4	10.2	0.5	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	0.2	0.0	0.0	0.0	0.0	11.7
Tesco, Helston	0.0	0.0	0.1	5.2	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	0.0	0.0	0.0	0.0	6.1
Somerfield, Helston	0.0	0.0	0.1	2.2	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	0.2	0.0	0.0	0.0	0.0	2.6
Lidl, Helston	0.0	0.0	0.1	2.2	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	2.4
Other	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
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.3	0.5	0.5	12.1	6.4	5.2	6.2	0.3	0.4	0.0	0.0	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	33.7
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.1	0.0	5.3	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	6.1
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.3	0.1	1.1	2.3	1.3	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	5.4
Tesco Extra, Pool	0.0	0.0	0.2	0.1	0.0	0.8	0.9	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Morrisons, Pool	0.0	0.0	0.1	0.1	0.0	1.2	1.8	0.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7
Aldi, Church Street, Camborne	0.0	0.0	0.2	0.0	0.0	1.2	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Lidl, Camborne	0.0	0.0	0.1	0.0	0.0	0.6	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	1.3
Iceland, Trelowarren Street, Camborne	0.0	0.0	0.0	0.0	0.0	2.1	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	2.2	
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Other	0.0	0.0	0.2	0.1	0.2	0.7	1.9	1.4	1.0	0.3	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	6.3
NEWQUAY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	11.9	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	12.4
Safeway / Morrisons, Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	5.0	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	0.7	17.2	0.0	0.0	0.2	0.9	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	19.7
Asda, Penryn	0.0	0.0	0.0	0.7	3.9	0.0	0.0	0.2	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Tesco, Killigrew Street, Falmouth	0.0	0.0	0.0	0.0	5.3	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	5.6
Co-op, Ponsharden, Falmouth	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.6
Iceland, Berkeley Vale, 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
Marks & Spencer, Falmouth	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	4.6
PENZANCE	15.1	0.6	2.3	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.0
Tesco, Penzance	2.4	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
Safeway / Morrisons, Penzance	2.0	0.1	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	3.2
Co-op, Penzance	4.8	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Lidl, Penzance	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Iceland, Wharfside, Penzance	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Other	4.1	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	0.0	0.0	0.0	4.6
CAMELFORD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.7	0.0	1.9	0.0	0.0	3.7
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	0.1	1.5	0.0	1.9	0.0	0.0	3.4
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	0.2	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	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	0.2	0.5	4.3	0.0	0.0	0.0	0.0	0.0	4.9
Co-op, New Road, Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.9	0.0	0.0	0.0	0.0	0.0	3.2
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	0.0	1.1	0.0	0.0	0.0	0.0	0.0	1.1
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	0.0	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.7
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	0.0	11.3	1.2	0.3	0.1	0.0	0.0	1.9	0.0	15.4
Morrisons, Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	6.6	1.0	0.1	0.0	0.0	0.0	1.9	0.0	9.9
Somerfield, Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8
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	0.0	3.0	0.2	0.1	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	0.2	0.3	0.0	0.9	6.6	0.0	0.0	0.0	0.0	0.7	0.0	3.7	0.0	0.0	12.4
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	0.3	1.5	0.0	0.0	0.0	0.0	0.2	0.0	1.9	0.0	0.0	4.0
Co-op, Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	2.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.4
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	0.3	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.6
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	3.5
HELSTON	0.0	0.0	0.4	10.3	0.5	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	0.2	0.0	0.0	0.0	0.0	11.9
Tesco, Helston	0.0	0.0	0.1	5.2	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	6.1
Somerfield, Helston	0.0	0.0	0.1	2.2	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	0.2	0.0	0.0	0.0	2.7
Lidl, Helston	0.0	0.0	0.1	2.2	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	2.5
Other	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
CAMBORNE, POOL & REDRUTH	0.0	0.0	1.3	0.5	0.5	13.7	7.6	6.2	6.8	0.3	0.4	0.0	0.0	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	38.1
Tesco, Wesley Street, Camborne	0.0	0.0	0.4	0.1	0.0	6.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Tesco, Tolgus Hill, Redruth	0.0	0.0	0.0	0.0	0.3	0.2	1.3	2.8	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	6.2
Tesco Extra, Pool	0.0	0.0	0.2	0.1	0.0	0.9	1.1	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Morrisons, Pool	0.0	0.0	0.1	0.1	0.0	1.4	2.1	0.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Aldi, Church Street, Camborne	0.0	0.0	0.2	0.0	0.0	1.4	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Lidl, Camborne	0.0	0.0	0.1	0.0	0.0	0.7	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
Iceland, Trelowarren Street, Camborne	0.0	0.0	0.0	0.0	0.0	2.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	
Iceland, Fore Street, Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.9	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Other	0.0	0.0	0.2	0.1	0.3	0.8	2.2	1.6	1.1	0.3	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	7.2
NEWQUAY	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	12.4	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	12.9
Safeway / Morrisons, 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	5.2	0.0	0.0	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%	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 - ZERO 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 - ZERO 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 - ZERO GROWTH SCENARIO

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.2	1.0	10.1	0.3	0.0	0.2	1.2	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	13.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	6.7	2.9	0.6	0.1	0.3	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	11.8
Truro	2.6	2.9	2.7	8.4	6.3	6.3	3.7	3.7	6.9	11.9	5.1	4.2	12.1	14.8	3.9	4.1	5.5	0.9	0.1	0.0	0.5	1.9	0.3	1.5	0.2	0.1	110.6
Penzance	11.4	1.7	3.2	0.5	0.1	0.7	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.2
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	3.8	0.2	0.2	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.2	5.8
Camborne	0.0	0.0	0.8	0.3	0.0	2.7	0.2	0.3	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	5.3
Hayle	0.8	0.6	1.2	0.5	0.0	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.4	0.0	0.0	0.0	0.0	0.5	0.1	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	1.9	0.0	0.9	0.0	0.1	0.1	3.7
Redruth	0.0	0.0	0.1	0.0	0.1	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	0.0	1.9
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	2.3	0.1	0.0	0.1	0.0	0.0	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	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	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	0.0	0.1	0.1	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7	0.0	0.0	0.9
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.3	0.1	0.2	0.6	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	1.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.2	2.4
Helston	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO GROWTH SCENARIO

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	1.3	2.2	0.4	0.3	0.2	1.0	0.7	0.0	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	6.2
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	2.4	0.5	0.3	0.0	0.4	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	4.8
Truro	2.8	0.6	1.0	1.2	2.9	0.9	0.7	0.5	0.7	0.8	0.3	0.4	2.1	2.5	1.2	1.3	1.2	1.1	0.6	0.4	0.3	0.2	0.1	3.3	0.1	0.0	27.1
Penzance	1.1	0.5	0.8	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	4.2	
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	1.8	
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	1.6	
Hayle	0.6	0.5	0.5	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	3.5	
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	0.1	0.4	0.8	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.6	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.9	0.1	0.3	0.0	0.1	1.7	
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	1.0	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.0	0.2	0.2	0.0	0.1	0.0	0.0	0.0	1.5	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.7	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.9	
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	0.0	0.0	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
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	0.9	
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	0.8	
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 - ZERO 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	1.1	12.3	0.4	0.0	0.3	1.5	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	16.3
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	0.7	8.0	3.7	0.7	0.1	0.4	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	14.3
Truro	3.2	3.5	3.3	10.2	7.7	7.7	4.4	4.3	8.7	14.4	6.2	5.1	14.8	17.7	4.9	5.0	6.7	1.1	0.2	0.0	0.6	2.3	0.4	2.0	0.3	0.1	134.8
Penzance	13.8	2.2	3.9	0.6	0.1	0.8	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	22.1
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	0.6	4.7	0.3	0.3	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.3	7.1
Camborne	0.0	0.0	1.0	0.4	0.0	3.3	0.3	0.3	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	6.6
Hayle	1.0	0.7	1.4	0.6	0.0	0.9	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	5.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	2.9	0.0	0.0	0.0	0.0	0.6	0.1	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	0.3	0.0	0.6	2.3	0.0	1.1	0.0	0.1	0.1	4.5
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	1.1	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	2.2
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	0.1	0.0	2.8	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0	0.0	0.0	1.0	0.0	0.0	1.7
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	0.0	0.0	0.0	1.0	0.0	0.0	1.2
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.3	0.1	0.2	0.8	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	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	2.8	0.0	0.0	0.3	3.0
Helston	0.0	0.0	0.1	2.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
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	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	1.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO 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	1.5	2.6	0.5	0.3	0.3	1.2	0.9	0.0	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	7.5
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	2.9	0.6	0.3	0.1	0.5	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	5.9
Truro	3.4	0.8	1.2	1.5	3.5	1.1	0.8	0.6	0.9	1.0	0.4	0.5	2.5	3.0	1.5	1.7	1.4	1.3	0.7	0.5	0.4	0.2	0.1	4.4	0.2	0.0	33.5
Penzance	1.3	0.6	0.9	0.8	0.0	0.7	0.2	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
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	1.0	0.2	0.4	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	2.3
Camborne	0.0	0.1	0.3	0.1	0.1	0.5	0.3	0.1	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.0
Hayle	0.7	0.6	0.6	0.1	0.0	1.0	0.2	0.1	0.5	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	4.2
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	0.9	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	2.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	1.1	0.1	0.3	0.0	0.2	0.0	2.1
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4	0.2	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.2	0.2	0.2	0.0	0.1	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	0.1	0.1	0.0	1.8	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	2.1
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	0.1	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.4
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	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
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	0.9	0.0	0.0	0.0	1.1
Helston	0.1	0.0	0.1	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	1.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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	0.1	0.0	0.2	1.3	14.5	0.4	0.0	0.3	1.7	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	19.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	9.2	4.4	0.8	0.1	0.5	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	16.7
Truro	3.7	4.2	3.8	11.8	9.1	9.1	5.0	4.9	10.3	16.7	7.3	6.0	17.5	20.4	5.8	5.9	7.9	1.3	0.2	0.0	0.7	2.7	0.4	2.4	0.4	0.2	157.7
Penzance	16.1	2.5	4.6	0.7	0.1	1.0	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25.8
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7	5.5	0.3	0.3	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.3	8.4
Camborne	0.0	0.0	1.1	0.5	0.0	3.9	0.3	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	7.7
Hayle	1.2	0.8	1.7	0.7	0.0	1.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.4	0.0	0.0	0.0	0.0	0.7	0.1	0.0	0.0	0.0	0.0	4.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	2.7	0.0	1.3	0.0	0.2	0.2	5.3
Redruth	0.0	0.0	0.1	0.0	0.1	0.0	1.3	0.7	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	2.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.3	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	3.1	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	3.4
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	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	1.2	0.0	0.0	2.0
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	1.2	0.0	0.0	1.5
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	0.1	0.3	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.3	3.6
Helston	0.0	0.0	0.1	2.3	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	2.9
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	0.0	1.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO 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	1.7	3.1	0.6	0.4	0.3	1.4	1.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	3.3	0.8	0.4	0.1	0.6	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	6.8
Truro	3.9	0.9	1.4	1.7	4.1	1.3	0.9	0.6	1.0	1.1	0.4	0.6	3.0	3.5	1.8	1.9	1.7	1.5	0.9	0.6	0.5	0.2	0.1	5.4	0.2	0.0	39.4
Penzance	1.5	0.7	1.1	0.9	0.0	0.9	0.3	0.2	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.2	1.1	0.3	0.5	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	2.6
Camborne	0.0	0.1	0.4	0.1	0.1	0.6	0.3	0.1	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.3
Hayle	0.9	0.7	0.7	0.1	0.0	1.2	0.2	0.1	0.6	0.1	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
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	0.1	0.5	1.1	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	1.3	0.2	0.4	0.0	0.2	0.0	2.4
Redruth	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4	0.3	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.4	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	2.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.4
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.2	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	1.1	0.0	0.0	0.0	1.3
Helston	0.1	0.0	0.1	0.7	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	1.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO 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	0.1	0.0	0.3	1.6	17.3	0.6	0.0	0.4	2.2	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	23.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	10.7	5.2	1.0	0.1	0.6	0.0	0.0	0.3	0.5	0.0	0.0	0.0	0.0	19.7
Truro	4.3	5.0	4.5	13.8	10.8	11.7	7.0	7.0	12.7	19.6	8.7	7.1	20.6	23.8	7.0	7.0	9.3	1.5	0.2	0.0	0.8	3.3	0.5	3.0	0.4	0.2	189.9
Penzance	18.9	3.0	5.5	0.9	0.2	1.3	0.1	0.1	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.6
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.9	6.6	0.4	0.4	0.0	0.0	0.1	0.7	0.0	0.0	0.0	0.4	9.9
Camborne	0.0	0.0	1.3	0.6	0.0	5.1	0.4	0.5	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	9.8
Hayle	1.4	1.0	2.0	0.9	0.0	1.4	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	0.5	4.0	0.0	0.0	0.0	0.0	0.9	0.2	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	0.4	0.0	0.8	3.1	0.0	1.5	0.0	0.2	0.2	6.3
Redruth	0.0	0.0	0.1	0.0	0.2	0.0	1.7	1.0	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	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	3.8	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.3
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	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	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.3	0.0	0.0	0.0	1.5	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	0.0	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	0.3	0.0	0.0	1.5	0.0	0.0	1.8
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	0.4	0.2	0.4	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.4	4.3
Helston	0.0	0.0	0.1	2.7	0.2	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.1	0.4	0.0	0.0	0.0	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 - ZERO 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	2.0	3.7	0.7	0.5	0.4	1.8	1.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7
St Austell	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	3.9	0.9	0.4	0.1	0.7	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	8.0
Truro	4.7	1.1	1.7	2.0	4.9	1.6	1.2	0.9	1.2	1.3	0.5	0.7	3.5	4.0	2.2	2.3	2.0	1.8	1.0	0.7	0.5	0.3	0.1	6.7	0.3	0.0	47.3
Penzance	1.8	0.8	1.3	1.0	0.0	1.1	0.4	0.3	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	
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	0.2	1.3	0.3	0.5	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	3.1
Camborne	0.0	0.1	0.5	0.1	0.1	0.8	0.4	0.1	0.4	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	1.5	0.3	0.2	0.7	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	6.1	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.6	1.3	0.2	0.0	0.0	0.0	0.5	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	1.5	0.2	0.5	0.0	0.3	2.9	
Redruth	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.6	0.4	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	1.8	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	1.6	0.3	0.3	0.0	0.1	0.0	0.0	0.0	2.5	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	2.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.9	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	
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	1.3	0.0	0.0	1.6	
Helston	0.1	0.0	0.1	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	
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	0.1	0.0	0.0	0.1	0.0	0.0	1.5	

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	0.1	0.0	0.0	0.0	0.1	0.0	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	1.2	4.6	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	8.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.3	0.8	7.1	2.4	0.7	0.2	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	12.2
Truro	1.5	1.5	2.3	2.3	3.6	1.8	1.4	1.2	1.5	6.3	2.6	1.9	5.2	4.0	1.3	1.0	1.3	0.2	0.1	0.1	0.1	0.8	0.1	0.5	0.1	0.0	42.7
Penzance	6.3	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	8.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.2	0.6	0.1	0.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	3.6
Camborne	0.0	0.3	0.7	0.4	0.1	1.7	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	4.2
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	2.3	0.1	0.0	0.0	0.1	0.3	0.2	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	0.0	0.0	0.3	2.9	0.3	0.5	0.0	0.2	0.2	4.5
Redruth	0.1	0.0	0.0	0.4	0.1	0.4	0.6	0.7	0.9	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.4
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	0.3	0.6	0.5	0.7	0.3	4.1	0.6	0.1	0.3	0.2	0.4	0.5	0.2	0.0	9.5
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	1.8	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.6
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	1.6	0.8	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	4.4
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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	1.9
Helston	0.0	0.0	0.0	2.0	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	2.5
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	2.8

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	0.9	0.3	0.1	0.0	0.1	0.5	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	2.6
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	1.0	0.2	0.1	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Truro	1.0	0.3	0.3	0.4	0.9	0.7	0.2	0.4	0.3	0.7	0.2	0.2	1.3	1.1	0.6	0.7	0.4	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	9.8
Penzance	0.8	0.2	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	1.8
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	0.2	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	1.4
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	0.1	0.0	0.0	0.0	0.0	0.0	0.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	0.4	0.1	0.3	0.0	0.3	0.1	1.9	
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	0.1	0.1	0.5	0.5	0.1	0.1	0.0	0.2	0.0	0.0	0.1	1.9	
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	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.0	0.0	0.1	0.1	0.3	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3
Helston	0.0	0.0	0.0	0.6	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	1.6	0.0	0.0	2.9

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	1.4	5.6	0.5	0.3	0.1	1.0	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	9.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.4	0.9	8.5	3.0	0.9	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	14.8
Truro	1.9	1.9	2.8	2.8	4.4	2.2	1.6	1.4	1.9	7.5	3.2	2.4	6.4	4.8	1.6	1.2	1.6	0.3	0.1	0.1	0.1	1.0	0.1	0.7	0.1	0.0	52.1
Penzance	7.7	0.7	1.4	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	10.4
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	2.8	0.7	0.1	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0	4.5
Camborne	0.0	0.4	0.8	0.4	0.1	2.1	0.2	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1
Hayle	0.2	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	2.8	0.1	0.0	0.0	0.1	0.4	0.3	0.0	0.0	0.0	4.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.6	0.4	0.6	0.0	0.3	0.3	5.6
Redruth	0.1	0.0	0.0	0.4	0.1	0.5	0.7	0.8	1.1	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	0.1	0.0	0.0	0.0	4.1
Liskeard	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.2	0.2	0.1	0.1	0.4	0.7	0.6	0.8	0.4	5.0	0.8	0.1	0.3	0.3	0.5	0.7	0.2	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	2.2	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	2.4
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	0.0	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.8
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	0.1	0.6	0.5	0.0	1.9	1.0	0.4	0.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
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	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	2.4
Helston	0.0	0.0	0.0	2.5	0.1	0.1	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	3.1
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	0.7	0.1	0.3	0.2	0.0	0.2	0.0	0.1	0.1	3.4

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	0.4	1.1	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	3.1
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.3	0.2	1.2	0.3	0.1	0.1	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.1
Truro	1.2	0.3	0.4	0.4	1.1	0.8	0.3	0.4	0.4	0.9	0.3	0.3	1.6	1.3	0.7	0.8	0.5	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	11.9
Penzance	1.0	0.2	0.4	0.2	0.0	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
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	1.4
Camborne	0.1	0.2	0.4	0.2	0.2	0.2	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	1.7
Hayle	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.5	0.1	0.3	0.0	0.4	0.2	2.3
Redruth	0.0	0.0	0.1	0.1	0.2	0.2	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	1.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.6	0.6	0.1	0.1	0.0	0.2	0.0	0.0	0.1	2.3
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	0.6	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	0.0	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	0.1	0.0	0.1	0.2	0.3	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.7	0.2	0.1	0.0	0.0	0.0	2.1	0.0	0.0	3.8

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	0.3	0.1	0.1	1.7	6.6	0.6	0.3	0.1	1.1	0.4	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7
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	9.8	3.6	1.1	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	17.3
Truro	2.2	2.2	3.3	3.2	5.2	2.6	1.9	1.6	2.3	8.8	3.8	2.8	7.5	5.6	1.9	1.4	1.9	0.3	0.1	0.1	0.1	1.1	0.1	0.8	0.1	0.0	60.9
Penzance	8.9	0.8	1.7	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.2	0.8	0.1	0.1	0.1	0.1	0.3	0.0	0.0	0.0	0.0	5.3
Camborne	0.0	0.5	0.9	0.5	0.1	2.4	0.2	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0
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	3.3	0.1	0.0	0.0	0.1	0.5	0.3	0.0	0.0	0.0	4.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.1	0.5	0.8	0.0	0.4	0.4	6.5
Redruth	0.1	0.0	0.0	0.5	0.1	0.6	0.8	1.0	1.4	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	4.8
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	0.8	0.8	1.0	0.5	5.8	0.9	0.1	0.4	0.3	0.5	0.8	0.3	0.0	13.7
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	2.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.8
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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	0.7	0.6	0.0	2.3	1.1	0.4	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	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	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	2.8
Helston	0.0	0.0	0.0	2.8	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	3.6
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	0.3	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) 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	0.5	1.3	0.5	0.2	0.0	0.1	0.6	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
St Austell	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.4	0.3	1.4	0.3	0.1	0.1	0.3	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.6
Truro	1.4	0.4	0.4	0.5	1.3	1.0	0.3	0.5	0.4	1.0	0.3	0.4	1.8	1.5	0.8	1.0	0.5	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	13.9
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	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	0.0	1.7
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	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	0.0	0.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.7	0.6	0.1	0.4	0.0	0.5	0.2	0.0	2.8	
Redruth	0.0	0.0	0.1	0.1	0.2	0.2	0.1	0.4	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	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	2.7	
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	0.7	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	0.8
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	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	0.0	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	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	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	0.0
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0
Pool	0.1	0.0	0.1	0.0	0.1	0.2	0.4	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	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	0.8	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
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	2.6	0.0	0.0	4.5	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.4	0.1	0.1	2.0	7.8	0.8	0.4	0.2	1.4	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	14.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.6	1.3	11.4	4.3	1.3	0.4	0.2	0.2	0.0	0.0	0.3	0.0	0.0	0.0	0.0	20.4
Truro	2.6	2.6	3.9	3.8	6.2	3.3	2.6	2.2	2.8	10.3	4.5	3.3	8.9	6.5	2.3	1.7	2.2	0.4	0.2	0.2	0.1	1.3	0.1	1.0	0.2	0.0	73.1
Penzance	10.5	1.0	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	14.3
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	0.5	3.8	0.9	0.2	0.2	0.2	0.1	0.4	0.0	0.0	0.0	0.0	6.2
Camborne	0.0	0.6	1.1	0.6	0.2	3.1	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	0.0	7.6
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	0.2	0.4	3.9	0.2	0.0	0.0	0.1	0.6	0.4	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.5	4.8	0.6	0.9	0.0	0.5	0.5	7.7
Redruth	0.1	0.0	0.0	0.6	0.2	0.8	1.1	1.4	1.7	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.2
Liskeard	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.3	0.2	0.1	0.1	0.6	0.9	0.9	1.2	0.6	6.8	1.1	0.2	0.4	0.4	0.6	1.0	0.3	0.0	16.1
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	3.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.1	0.9	0.7	0.0	2.9	1.5	0.6	0.8	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	3.3
Helston	0.0	0.0	0.0	3.3	0.2	0.2	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	4.2
Other Stores in Cornwall	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.6	0.4	0.2	0.4	0.2	0.9	0.2	0.5	0.3	0.0	0.3	0.0	0.2	0.2	4.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 7J: TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES (2ND CHOICE DESTINATION) 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	0.6	1.6	0.6	0.2	0.0	0.2	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	4.4
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	1.6	0.4	0.2	0.1	0.3	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.2
Truro	1.6	0.5	0.5	0.6	1.5	1.3	0.4	0.7	0.5	1.2	0.4	0.4	2.2	1.8	1.0	1.2	0.6	0.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	16.7
Penzance	1.4	0.3	0.6	0.2	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	3.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.4	0.4	0.4	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	2.0
Camborne	0.1	0.3	0.5	0.2	0.3	0.3	0.2	0.0	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	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	0.2	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	0.1	0.0	0.0	0.8	0.7	0.2	0.5	0.0	0.6	0.3	3.3	
Redruth	0.0	0.0	0.1	0.1	0.3	0.3	0.1	0.6	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.1	0.0	0.3	0.0	0.0	0.1	3.2
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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.1	0.0	0.2	0.3	0.5	0.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other Stores in Cornwall	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.2	0.0	1.0	0.3	0.2	0.0	0.0	0.0	3.2	0.0	0.0	5.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	1.9	9.2	0.1	0.0	0.1	1.1	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.1
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	2.3	14.0	4.6	1.0	0.6	0.2	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	24.2
Truro	0.1	0.3	0.0	0.4	0.7	0.2	0.1	0.4	1.1	7.4	2.7	1.7	5.8	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	22.5
Penzance	9.7	2.3	2.8	2.5	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.7
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	5.0	2.3	0.3	0.0	0.0	0.1	1.1	0.1	0.0	0.0	0.1	9.2
Camborne	0.0	0.4	0.5	0.5	0.1	1.8	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	4.6
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	1.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	2.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	3.7	0.2	1.6	0.0	0.3	0.7	7.2
Redruth	0.0	0.0	0.0	0.3	0.1	0.1	0.3	0.5	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	2.3
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	0.3	0.2	0.4	0.5	0.3	6.5	0.9	0.8	1.3	0.7	0.4	0.0	0.1	0.2	12.8
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	1.5	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	3.7	0.7	0.1	0.0	0.0	0.0	0.0	0.0	4.6
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	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	2.0	2.0	0.9	5.0	3.4	2.1	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	19.0
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	2.2	0.0	0.1	2.2
Helston	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.1	0.9	0.2	0.2	0.1	0.1	0.2	0.6	0.1	0.1	3.2

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	0.6	1.4	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	1.4	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	0.1	0.0	0.2	0.8	1.8	0.6	0.5	0.2	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	4.7
Truro	0.8	0.1	0.2	0.3	1.0	0.3	0.3	0.2	0.7	0.9	0.3	0.4	0.7	1.2	0.5	0.2	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	8.6
Penzance	1.2	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	2.5
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	0.1	0.4	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.2
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	1.5
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	1.6
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	1.1
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	0.5	0.0	0.4	0.1	1.1	0.4	0.1	0.2	0.1	0.1	0.0	0.0	0.0	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	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	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	0.2
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.3	0.3	0.1	0.8	0.5	0.4	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	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	0.2	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	1.3

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	2.3	11.2	0.2	0.0	0.1	1.4	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	15.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	2.8	16.8	5.8	1.3	0.7	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	29.4
Truro	0.1	0.3	0.1	0.5	0.8	0.2	0.1	0.5	1.4	8.9	3.3	2.1	7.1	0.4	0.3	0.1	1.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	27.4
Penzance	11.7	2.9	3.5	3.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	21.5
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	6.1	2.8	0.4	0.0	0.0	0.1	1.3	0.1	0.0	0.0	0.1	11.3
Camborne	0.0	0.4	0.7	0.6	0.2	2.2	0.0	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	5.7
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	0.8	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	0.2	1.9	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	2.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	4.5	0.2	2.0	0.0	0.4	1.0	8.9
Redruth	0.0	0.0	0.1	0.4	0.1	0.2	0.4	0.6	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	2.7
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.5	0.7	0.4	7.9	1.2	1.0	1.6	0.9	0.5	0.0	0.1	0.3	15.6
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	1.8	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	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	0.2	4.5	0.8	0.1	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	0.0	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
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	0.1	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	0.3	2.5	2.4	1.1	6.2	4.1	2.4	2.7	0.3	0.7	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.1
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	2.7	0.0	0.1	2.8
Helston	0.0	0.0	0.0	1.1	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	1.2
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	0.6	0.0	0.0	0.2	0.1	1.1	0.2	0.2	0.1	0.2	0.2	0.8	0.1	0.1	4.0

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	0.8	1.7	0.2	0.1	0.1	0.3	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	6.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	1.0	2.1	0.8	0.7	0.3	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	5.7
Truro	0.9	0.1	0.2	0.3	1.2	0.3	0.3	0.2	0.9	1.1	0.4	0.5	0.9	1.5	0.6	0.2	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	10.5
Penzance	1.5	0.3	0.5	0.4	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
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	0.1	0.0	0.2	0.5	0.4	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	1.5
Camborne	0.1	0.3	0.2	0.2	0.1	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
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	0.4
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	0.1	0.3	0.0	0.0	0.0	0.0	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	0.2	0.0	0.2	0.6	0.2	0.5	0.0	0.1	0.3	2.0
Redruth	0.1	0.0	0.1	0.1	0.2	0.1	0.1	0.0	0.3	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.7	0.0	0.4	0.2	1.4	0.5	0.1	0.2	0.1	0.1	0.0	0.1	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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.4	0.4	0.1	1.0	0.5	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	3.3
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	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other Stores in Cornwall	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.3	0.0	0.0	0.1	0.0	0.2	0.0	0.1	0.0	1.6

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	2.6	13.2	0.2	0.1	0.1	1.7	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	18.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	3.3	19.3	6.9	1.5	0.8	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	34.3
Truro	0.1	0.4	0.1	0.6	1.0	0.3	0.1	0.6	1.7	10.4	3.9	2.4	8.3	0.5	0.3	0.1	1.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	32.1
Penzance	13.6	3.4	4.1	3.5	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	25.0
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	0.5	7.2	3.3	0.5	0.0	0.0	0.1	1.5	0.1	0.0	0.0	0.1	13.3
Camborne	0.0	0.5	0.8	0.7	0.2	2.6	0.1	0.3	0.7	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	6.6
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	0.9	0.0	1.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	2.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	2.9
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	0.2	0.0	0.6	5.2	0.3	2.4	0.0	0.5	1.3	10.5
Redruth	0.0	0.0	0.1	0.4	0.1	0.2	0.4	0.7	1.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Liskeard	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.6	0.8	0.5	9.1	1.3	1.1	1.8	1.1	0.6	0.0	0.1	0.4	18.2
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	5.3	0.9	0.1	0.0	0.0	0.0	0.0	0.0	6.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.8
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.4	2.9	2.7	1.3	7.3	4.7	2.8	3.3	0.3	0.8	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.1	3.3
Helston	0.0	0.0	0.0	1.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.3	0.1	1.3	0.3	0.3	0.1	0.2	0.3	0.9	0.1	0.1	4.7

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	0.9	2.0	0.2	0.2	0.1	0.4	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	2.4	0.0	0.0	7.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	1.2	2.4	0.9	0.8	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	6.7
Truro	1.1	0.2	0.2	0.4	1.4	0.4	0.4	0.3	1.1	1.2	0.5	0.6	1.1	1.7	0.8	0.3	0.6	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	12.3
Penzance	1.7	0.4	0.6	0.4	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
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	0.6	0.5	0.0	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0	1.8
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	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.6	0.3	0.5	0.0	0.1	0.4	2.4
Redruth	0.1	0.0	0.1	0.1	0.3	0.2	0.1	0.0	0.4	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2	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	4.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
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	0.6	0.6	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.4
Helston	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other Stores in Cornwall	0.2	0.0	0.0	0.0	0.2	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 8K: TURNOVER OF DIY GOODS FACILITIES (1ST CHOICE DESTINATION) 2031

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	3.1	15.7	0.2	0.1	0.1	2.1	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	22.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	3.9	22.5	8.3	1.8	1.0	0.3	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	40.3
Truro	0.1	0.4	0.1	0.7	1.1	0.4	0.1	0.8	2.1	12.2	4.6	2.9	9.8	0.6	0.4	0.1	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	38.1
Penzance	16.1	4.0	4.8	4.2	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	29.5
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	0.6	8.5	3.9	0.5	0.0	0.0	0.2	1.8	0.1	0.0	0.0	0.1	15.8
Camborne	0.0	0.6	0.9	0.9	0.2	3.4	0.1	0.4	0.9	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	0.2	0.0	8.3
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	1.2	0.0	1.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	2.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	3.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.7	6.1	0.3	2.8	0.0	0.6	1.6	12.5
Redruth	0.0	0.0	0.1	0.5	0.1	0.2	0.6	1.0	1.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
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	0.3	0.7	0.9	0.6	10.7	1.6	1.3	2.1	1.3	0.7	0.0	0.2	0.5	21.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	6.2	1.1	0.1	0.0	0.0	0.0	0.0	0.0	7.6
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	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	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
St Ives	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.4	3.4	3.2	1.6	9.4	6.4	3.9	4.0	0.4	1.0	0.0	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.3
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.1	3.9
Helston	0.0	0.0	0.0	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.3	0.1	1.5	0.3	0.3	0.1	0.2	0.3	1.2	0.2	0.1	5.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	1.1	2.3	0.3	0.2	0.1	0.4	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	9.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	1.4	2.9	1.1	0.9	0.3	0.3	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	7.9
Truro	1.3	0.2	0.3	0.4	1.6	0.5	0.5	0.4	1.3	1.5	0.6	0.7	1.3	2.0	0.9	0.3	0.7	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	14.8
Penzance	2.1	0.5	0.7	0.5	0.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.8	0.6	0.0	0.0	0.1	0.1	0.3	0.1	0.0	0.0	0.0	2.1
Camborne	0.1	0.4	0.3	0.3	0.2	0.5	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	0.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.7	0.3	0.6	0.0	0.2	0.4	2.9
Redruth	0.1	0.0	0.2	0.1	0.3	0.2	0.1	0.1	0.4	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
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	0.9	0.0	0.6	0.2	1.9	0.7	0.1	0.3	0.2	0.2	0.0	0.1	0.0	5.6
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.1	0.5	0.5	0.1	1.4	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	0.0	0.1	0.2	0.0	0.0	0.1	0.1	0.5	0.0	0.1	0.1	0.0	0.3	0.0	0.1	0.0	2.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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%	0.0%
Hayle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.7%	9.0%	66.9%	0.0%	0.0%	0.0%	0.0%	27.7%	0.8%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.9%	0.0%	19.3%	86.8%	25.5%	6.7%	0.0%	6.5%	12.8%
Redruth	0.0%	3.6%	3.1%	2.2%	2.3%	1.1%	6.6%	11.1%	3.3%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.7%	1.4%	0.0%	60.0%	4.2%	1.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	26.2%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	35.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	3.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	2.8%	14.5%	41.8%	17.6%	4.6%	57.1%	72.6%	53.0%	39.3%	1.4%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	49.2%	0.0%	0.0%	1.8%
Helston	0.0%	0.0%	0.0%	37.8%	0.8%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.9%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	1.5%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	2.2%	0.0%	0.9%

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

market shares taken from cornwall household shopping survey

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	1.9	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.1	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Truro	0.1	0.1	0.1	0.4	1.4	0.2	0.2	0.3	0.9	2.5	1.0	0.8	2.1	1.4	0.5	0.3	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	12.8
Penzance	3.0	0.6	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	5.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.4	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8
Camborne	0.0	0.2	0.3	0.2	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	1.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	1.7	0.2	0.2	0.0	0.2	0.3	2.9	
Redruth	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	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	0.1	0.5	0.0	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	0.1	0.0	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	2.1	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	2.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.3	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4
Truro	0.1	0.1	0.1	0.4	1.5	0.2	0.2	0.3	0.9	2.7	1.1	0.9	2.3	1.6	0.5	0.3	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	13.9
Penzance	3.3	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	5.5
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	0.1	1.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.0
Camborne	0.0	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	1.9
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	2.0
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	0.1	0.0	0.3	1.8	0.2	0.2	0.0	0.2	0.3	3.2
Redruth	0.0	0.0	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	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	0.5	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	0.9	0.5	0.2	1.5	1.0	0.6	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	5.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.3	0.0	0.0	0.0	1.5
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	1.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
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	0.1	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	0.5	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
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	0.7
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	0.5
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	0.2
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	2.5	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	4.0	1.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6
Truro	0.1	0.2	0.1	0.5	1.9	0.2	0.2	0.4	1.2	3.3	1.3	1.1	2.8	1.9	0.7	0.4	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	16.9	
Penzance	4.0	0.8	0.9	0.6	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	6.6	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.9	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.4	
Camborne	0.1	0.2	0.3	0.3	0.1	1.1	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	2.3	
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	
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	1.7	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	2.4	
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	0.1	0.0	0.4	2.2	0.3	0.2	0.0	0.3	3.9	
Redruth	0.0	0.1	0.1	0.1	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
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	2.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.8	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	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	0.1	
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	0.1	
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	
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	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.7	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
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	0.1	
Pool	0.1	0.2	1.1	0.6	0.2	1.8	1.2	0.7	1.0	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	7.2	
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	0.1	1.7	0.0	0.1	1.9	
Helston	0.0	0.0	0.0	1.4	0.0	0.0	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	1.5	
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	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.2	

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	0.0	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	0.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Truro	0.2	0.1	0.0	0.2	0.2	0.2	0.1	0.1	0.1	0.3	0.1	0.1	0.4	0.6	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Penzance	0.4	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	0.9
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	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camborne	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.1	0.5
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	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	0.1	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	0.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.2	3.0	0.0	0.1	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	4.6	1.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.7
Truro	0.1	0.2	0.1	0.5	2.2	0.3	0.2	0.4	1.4	3.8	1.6	1.3	3.3	2.1	0.8	0.5	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	19.8	
Penzance	4.6	0.9	1.0	0.7	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	7.8	
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	0.1	0.1	2.2	0.1	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	2.9	
Camborne	0.1	0.3	0.4	0.3	0.1	1.3	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	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	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.3	2.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.8	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	2.5	0.3	0.3	0.0	0.3	4.6	
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	0.9	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	2.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	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	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	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.8	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	0.1	
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	0.2	
Pool	0.1	0.3	1.2	0.7	0.3	2.1	1.4	0.8	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	0.0	0.0	0.0	8.4	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.9	0.0	0.1	2.2	
Helston	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.5	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.7	0.2	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Penzance	0.4	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camborne	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
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	0.0	0.0	0.0	0.0	0.0	0.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.1	0.0	0.0	0.1	0.6
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Pool	0.0	0.0	0.1	0.1	0.0	0.3	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2
Helston	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9J: 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	0.0	0.0	0.0	0.2	3.5	0.1	0.1	0.1	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5
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	0.5	5.4	2.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0
Truro	0.2	0.2	0.1	0.6	2.6	0.4	0.3	0.6	1.7	4.4	1.9	1.6	3.9	2.5	0.9	0.6	0.8	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	23.6	
Penzance	5.4	1.1	1.2	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	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	2.6	0.1	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.1	3.4	
Camborne	0.1	0.3	0.5	0.4	0.2	1.6	0.1	0.1	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.4	2.4	0.0	0.0	0.0	0.0	0.4	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	2.9	0.4	0.3	0.0	0.4	5.5	
Redruth	0.0	0.1	0.1	0.1	0.2	0.1	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	
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	3.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.8	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	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	0.1	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	1.0	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Pool	0.2	0.3	1.5	0.9	0.3	2.8	1.9	1.2	1.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	2.3	0.0	0.1	2.6	
Helston	0.0	0.0	0.0	1.9	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.1	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.1	1.8	

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 9K: 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	0.6	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.3
Truro	0.2	0.1	0.1	0.3	0.3	0.2	0.1	0.2	0.1	0.5	0.2	0.2	0.6	0.8	0.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Penzance	0.5	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Hayle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.2	0.0	0.0	0.1	0.7
Redruth	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
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	0.1	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	0.0	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	1.4
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 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%	0.9%	0.0%	0.0%	1.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.8%	0.0%	0.0%	7.9%	62.3%	0.0%	0.0%	0.0%	0.0%	25.5%	0.9%	0.0%	0.0%	1.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.0%	0.0%	12.0%	78.0%	17.0%	6.0%	0.0%	2.2%	4.0%
Redruth	0.0%	1.8%	3.4%	1.6%	0.8%	1.2%	7.1%	6.9%	0.0%	0.7%	1.5%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.6%	0.0%	0.0%	56.5%	3.1%	4.0%	1.1%	0.0%	0.9%	0.0%	1.1%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	28.1%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	26.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	2.2%	7.2%	29.8%	15.6%	3.3%	51.7%	59.5%	41.1%	45.9%	2.1%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	12.8%	53.4%	0.0%	0.0%	2.0%
Helston	0.0%	0.0%	1.1%	41.4%	3.4%	0.0%	0.0%	0.0%	2.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Truro	17.9%	29.4%	25.0%	37.3%	33.4%	33.4%	50.0%	56.6%	33.3%	71.4%	68.6%	50.0%	64.0%	63.0%	38.1%	35.1%	36.2%	11.1%	0.0%	0.0%	0.0%	18.2%	0.0%	0.0%	5.3%	0.0%
Penzance	57.1%	47.1%	37.5%	18.6%	0.0%	4.2%	0.0%	4.4%	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bodmin	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	18.9%	5.6%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%
Camborne	10.7%	17.6%	12.5%	2.3%	2.8%	20.8%	18.8%	4.4%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hayle	3.6%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wadebridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	8.1%	38.9%	0.0%	0.0%	0.0%	0.0%	27.3%	0.0%	0.0%	0.0%	0.0%
Launceston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	0.0%	14.3%	42.9%	9.1%	0.0%	0.0%	0.0%	4.7%
Redruth	3.6%	0.0%	0.0%	2.3%	5.6%	0.0%	12.5%	17.4%	16.7%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Liskeard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Newquay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	0.0%
Looe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Saltash	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camelford																										
Padstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Callington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St Ives	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Torpoint	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pool	3.6%	0.0%	16.6%	16.3%	11.2%	41.7%	12.4%	13.0%	38.9%	0.0%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bude	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	25.0%	0.0%	0.0%	0.0%
Helston	0.0%	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other Stores in Cornwall	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	2.7%	5.6%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.0	0.1	1.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.2	0.6	0.3	0.3	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Truro	0.3	0.2	0.3	0.6	0.7	0.5	0.4	0.4	0.4	1.2	0.5	0.3	1.3	1.8	0.4	0.5	0.4	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	10.5
Penzance	1.1	0.3	0.4	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camborne	0.2	0.1	0.1	0.0	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Hayle	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.1	0.8
Redruth	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.2	0.3	0.2	0.6	0.1	0.1	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	3.7	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	4.5
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	7.6	3.2	0.9	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	12.8
Truro	0.8	0.8	0.8	1.8	8.1	1.0	0.9	1.6	2.7	9.1	3.5	3.3	8.4	8.6	2.3	1.9	2.2	0.3	0.0	0.1	0.0	0.5	0.0	0.7	0.0	0.0	59.5
Penzance	10.6	2.0	2.5	1.4	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	17.1
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.7	0.5	4.5	0.2	0.3	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.1	7.3
Camborne	0.1	0.6	1.0	0.7	0.3	3.0	0.3	0.3	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
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	4.4	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.1	6.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.6	5.4	0.5	0.5	0.0	0.2	0.4	7.9
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	1.6
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	0.1	0.0	0.1	0.0	0.0	6.3	0.4	0.2	0.1	0.0	0.1	0.0	0.1	0.0	7.4
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	3.6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	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	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.4
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	0.0	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	2.1	1.6	0.4	4.5	2.7	1.6	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	17.4
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.4	4.9	0.0	0.0	0.2	5.8
Helston	0.0	0.0	0.1	4.2	0.5	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	5.1
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	0.6

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	1.0	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	1.6
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	0.7	0.3	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Truro	0.4	0.2	0.3	0.7	0.8	0.5	0.4	0.4	0.4	1.3	0.5	0.3	1.5	2.0	0.4	0.5	0.4	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	11.4
Penzance	1.2	0.4	0.5	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	2.6
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	0.3	0.1	0.0	0.0	0.0	0.0	0.0	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	0.1	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	0.5	0.0	0.0	0.0	0.0	0.1	0.9
Redruth	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
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	0.6
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	0.6	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	2.3
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	0.4	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	4.5	0.0	0.1	0.1	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	5.5
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	0.5	9.1	4.0	1.1	0.1	0.1	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	15.5
Truro	1.0	1.0	1.0	2.2	10.0	1.2	1.1	1.8	3.4	11.0	4.3	4.1	10.3	10.3	2.9	2.3	2.7	0.4	0.0	0.1	0.0	0.6	0.0	0.9	0.0	0.0	72.6
Penzance	12.8	2.5	3.0	1.7	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	20.8
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.1	0.8	0.7	5.6	0.2	0.4	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.1	9.0
Camborne	0.1	0.8	1.3	0.9	0.4	3.7	0.3	0.4	0.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7
Hayle	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.8	5.3	0.0	0.0	0.0	0.0	1.0	0.1	0.0	0.0	0.1	7.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.7	6.6	0.6	0.7	0.0	0.3	0.5	9.6
Redruth	0.0	0.1	0.3	0.2	0.1	0.1	0.4	0.3	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
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	7.7	0.5	0.2	0.1	0.0	0.1	0.0	0.2	0.0	9.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	4.4	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	4.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8
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	0.3	0.4	2.5	1.9	0.5	5.6	3.3	1.9	4.0	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	21.2
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	6.0	0.0	0.2	7.2
Helston	0.0	0.0	0.1	5.1	0.6	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	6.2
Other Stores in Cornwall	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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	1.3	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.2	0.8	0.4	0.4	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
Truro	0.5	0.3	0.4	0.8	1.0	0.6	0.5	0.5	0.5	1.5	0.6	0.4	1.8	2.3	0.6	0.6	0.5	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	13.9
Penzance	1.4	0.5	0.6	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	3.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7
Camborne	0.3	0.2	0.2	0.0	0.1	0.4	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
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	0.1	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.0
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.6	0.1	0.0	0.0	0.0	0.1	1.1
Redruth	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.1	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	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	0.4
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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.3	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	0.2	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	0.2	0.4	0.3	0.8	0.1	0.1	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	2.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.6
Helston	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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	5.3	0.0	0.1	0.1	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	6.5
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	10.5	4.7	1.3	0.1	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	18.1
Truro	1.1	1.1	1.1	2.6	11.7	1.5	1.3	2.1	4.1	12.8	5.0	4.8	12.1	11.9	3.4	2.7	3.1	0.5	0.0	0.1	0.0	0.8	0.0	1.1	0.0	0.0	84.9
Penzance	14.9	3.0	3.5	2.0	0.0	0.2	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	24.2
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.1	1.0	0.8	6.5	0.2	0.5	0.0	0.0	0.0	0.8	0.1	0.0	0.0	0.2	10.6
Camborne	0.1	0.9	1.5	1.0	0.5	4.3	0.4	0.4	0.9	0.0	0.0	0.0	0.1	0.0	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
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	0.2	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	6.2	0.0	0.0	0.0	0.0	1.1	0.1	0.0	0.0	0.2	8.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.9	7.6	0.8	0.8	0.0	0.4	0.6	11.2	
Redruth	0.0	0.1	0.3	0.2	0.2	0.2	0.4	0.4	0.0	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	8.9	0.6	0.3	0.1	0.0	0.1	0.0	0.2	0.0	10.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	5.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	5.6
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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	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	1.9	0.0	0.0	0.0	0.0	0.0	0.0	2.0
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.4	0.5	3.0	2.2	0.6	6.5	3.7	2.2	4.7	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	24.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.6	7.1	0.0	0.0	0.3	8.5
Helston	0.0	0.0	0.1	5.9	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	7.2
Other Stores in Cornwall	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.1	0.0	0.1	0.2	1.5	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	2.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.3	1.0	0.5	0.5	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Truro	0.5	0.3	0.4	0.9	1.1	0.7	0.6	0.5	0.6	1.8	0.7	0.5	2.1	2.7	0.7	0.7	0.6	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	16.2
Penzance	1.7	0.5	0.7	0.5	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7
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	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	0.7	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.7	0.1	0.0	0.0	0.0	0.1	1.3
Redruth	0.1	0.0	0.0	0.1	0.2	0.0	0.1	0.2	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.1	0.0	0.3	0.4	0.4	0.9	0.1	0.1	0.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
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	0.6	0.0	0.0	0.0	0.7
Helston	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.0	0.1	6.3	0.0	0.1	0.2	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	7.7
St Austell	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	12.2	5.6	1.5	0.1	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0	0.0	21.3
Truro	1.3	1.4	1.3	3.0	13.9	1.9	1.8	3.0	5.0	15.0	6.0	5.7	14.3	13.8	4.1	3.3	3.7	0.6	0.0	0.2	0.0	0.9	0.0	1.4	0.0	0.0	101.4
Penzance	17.6	3.6	4.2	2.3	0.0	0.2	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	28.6	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.1	0.0	0.0	0.2	1.1	1.0	7.8	0.3	0.6	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.2	12.6
Camborne	0.1	1.1	1.7	1.2	0.6	5.6	0.5	0.6	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	12.7	
Hayle	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.6
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.1	7.4	0.0	0.0	0.0	0.0	1.3	0.1	0.0	0.0	0.2	10.4
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	1.0	8.8	0.9	0.9	0.0	0.5	0.8	13.2	
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	0.2	0.0	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	0.2	0.0	0.2	0.0	0.0	10.5	0.7	0.3	0.1	0.0	0.1	0.0	0.2	0.0	12.4
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	6.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	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	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.5	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	0.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4
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	2.6	0.8	8.4	5.2	3.1	5.8	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	31.5
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	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.7	8.4	0.0	0.0	0.4	10.0
Helston	0.0	0.0	0.1	6.9	0.8	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	8.4
Other Stores in Cornwall	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	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 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	0.1	0.0	0.1	0.2	1.8	0.0	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.3	1.1	0.6	0.6	0.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8
Truro	0.6	0.4	0.5	1.1	1.3	1.0	0.8	0.7	0.7	2.1	0.9	0.5	2.5	3.1	0.8	0.9	0.8	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	19.5
Penzance	2.0	0.6	0.8	0.5	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.0
Camborne	0.4	0.2	0.3	0.1	0.1	0.6	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	0.8	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.4
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.9	0.1	0.0	0.0	0.0	0.2	1.5
Redruth	0.1	0.0	0.0	0.1	0.2	0.0	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	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	1.2	0.2	0.2	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	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.6	12.0	0.1	0.1	0.1	0.9	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.3	13.2	4.6	0.7	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	19.6
Truro	1.1	1.2	2.4	5.0	4.7	3.3	2.7	2.4	5.7	12.2	4.5	4.2	7.9	9.2	2.4	2.5	3.2	0.3	0.5	0.0	0.0	1.2	0.1	0.9	0.0	0.0	77.6
Penzance	13.9	1.8	3.1	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	19.8
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	5.9	0.1	0.2	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	7.5
Camborne	0.0	0.0	0.6	0.4	0.0	6.7	0.7	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	8.9
Hayle	0.2	0.3	2.3	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	3.6
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	0.3	0.0	0.0	0.8	5.5	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	7.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	7.5	0.1	0.4	0.0	0.0	9.1	
Redruth	0.0	0.0	0.0	0.0	0.1	0.1	1.4	2.0	1.4	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	5.3
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	0.3	0.1	0.1	7.0	0.1	0.1	0.3	0.1	0.1	0.0	0.0	0.0	8.2
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	7.6	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	7.8
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
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	1.7	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.4
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	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.4	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	2.3
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	6.5	0.0	0.0	0.1	6.7
Helston	0.0	0.0	0.1	6.1	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	6.6
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	1.4

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	2.1	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	3.6
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	0.1	2.2	0.6	0.4	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	3.8
Truro	1.9	0.5	0.7	1.4	1.9	0.9	0.4	0.4	0.8	1.1	0.6	0.4	2.4	2.5	0.9	0.8	0.9	0.7	0.2	0.0	0.1	0.4	0.1	0.0	0.0	0.2	20.3
Penzance	1.5	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	4.0
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	0.1	0.3	0.5	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.4
Camborne	0.1	0.1	0.5	0.3	0.0	0.8	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	2.2
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	1.4
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	1.1
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.5	0.1	0.1	0.0	0.0	0.1	1.2
Redruth	0.0	0.0	0.1	0.0	0.0	0.0	0.3	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	1.7
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.3
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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Pool	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.1	0.0	0.0	0.1	1.3
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	0.6

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	0.7	14.6	0.2	0.1	0.2	1.1	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	17.3
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	15.8	5.8	0.9	0.0	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	23.8
Truro	1.3	1.5	2.9	6.0	5.7	4.0	3.2	2.8	7.2	14.7	5.5	5.2	9.7	11.0	3.1	3.1	3.8	0.4	0.6	0.0	0.0	1.5	0.2	1.2	0.0	0.0	94.6
Penzance	16.7	2.3	3.8	0.7	0.0	0.2	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	24.1
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	0.9	7.3	0.2	0.2	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	9.2
Camborne	0.0	0.0	0.8	0.4	0.0	8.2	0.9	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	10.9
Hayle	0.3	0.4	2.8	0.1	0.0	0.5	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.4	0.0	0.0	1.0	6.7	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	9.2
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.4	9.0	0.1	0.5	0.0	0.0	0.8	11.1
Redruth	0.0	0.0	0.0	0.0	0.1	0.2	1.7	2.4	1.8	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	6.3
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	0.4	0.1	0.1	8.5	0.2	0.1	0.3	0.1	0.2	0.0	0.0	0.0	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	9.3	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	9.6
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	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.6
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
St Ives	0.0	2.8	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	2.8
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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pool	0.0	0.0	0.3	0.1	0.0	0.7	0.9	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	2.7
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	8.1	0.0	0.0	0.2	8.3
Helston	0.0	0.0	0.1	7.4	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	7.9
Other Stores in Cornwall	0.1	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.1	0.4	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	1.7

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	0.3	2.6	0.0	0.2	0.2	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	4.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	2.7	0.8	0.5	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.6
Truro	2.3	0.7	0.8	1.7	2.3	1.1	0.5	0.5	1.0	1.3	0.7	0.5	2.9	3.0	1.2	1.0	1.1	0.8	0.3	0.0	0.2	0.4	0.1	0.0	0.0	0.2	24.7
Penzance	1.8	0.4	0.5	0.4	0.0	0.7	0.0	0.1	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	0.0	4.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.7	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.7
Camborne	0.1	0.1	0.6	0.3	0.0	1.0	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	0.1	2.7
Hayle	0.1	0.3	0.3	0.2	0.0	0.2	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	1.3
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.3	0.6	0.1	0.1	0.0	0.0	0.1	1.5	
Redruth	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.4	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	2.1
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	1.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	1.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0	0.0	6.4
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	0.2	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	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
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	0.7
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	1.4	0.0	0.0	0.1	1.7
Helston	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.1
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7

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	0.8	17.2	0.2	0.1	0.2	1.3	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	20.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.4	18.2	6.9	1.0	0.0	0.2	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	27.6
Truro	1.5	1.8	3.4	6.9	6.7	4.7	3.7	3.2	8.6	17.1	6.5	6.1	11.4	12.6	3.6	3.6	4.5	0.5	0.7	0.0	0.0	1.7	0.2	1.5	0.0	0.0	110.6
Penzance	19.5	2.7	4.5	0.8	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.0
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	8.6	0.2	0.2	0.0	0.2	0.0	0.6	0.0	0.0	0.0	0.0	10.9
Camborne	0.0	0.0	0.9	0.5	0.0	9.7	1.0	0.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.8
Hayle	0.3	0.5	3.3	0.2	0.0	0.6	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	5.2
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	0.4	0.0	0.0	1.2	7.8	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	10.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5	10.4	0.2	0.6	0.0	0.0	1.0	12.9
Redruth	0.0	0.0	0.0	0.0	0.2	0.2	1.9	2.7	2.1	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	7.4
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	0.4	0.1	0.1	9.9	0.2	0.2	0.4	0.2	0.2	0.0	0.0	0.0	0.0	11.7
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	11.0	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	11.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	2.5
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	0.3	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	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
St Ives	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Pool	0.0	0.0	0.3	0.2	0.0	0.8	1.0	0.3	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
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	9.6	0.0	0.0	0.2	9.8
Helston	0.0	0.0	0.2	8.6	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	9.2
Other Stores in Cornwall	0.2	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.5	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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	0.4	3.0	0.0	0.2	0.2	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	5.2
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	3.1	0.9	0.6	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	5.3
Truro	2.7	0.8	1.0	1.9	2.7	1.3	0.6	0.5	1.2	1.5	0.9	0.6	3.4	3.5	1.4	1.1	1.3	0.9	0.3	0.0	0.2	0.5	0.1	0.0	0.0	0.3	28.9
Penzance	2.1	0.5	0.6	0.5	0.0	0.8	0.0	0.1	0.2	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7
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	0.2	0.5	0.8	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.0
Camborne	0.2	0.1	0.7	0.4	0.0	1.2	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	3.1
Hayle	0.2	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	1.9
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.0	1.5
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.4	0.7	0.1	0.1	0.0	0.0	0.1	1.7	
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.5	0.4	1.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0	7.8
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	0.2	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Pool	0.0	0.0	0.1	0.0	0.0	0.1	0.2	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	0.8
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	1.6	0.0	0.0	0.1	2.0
Helston	0.0	0.0	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.5	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 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	1.0	20.5	0.3	0.1	0.3	1.7	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	24.4
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.5	21.2	8.2	1.2	0.0	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	32.5
Truro	1.8	2.1	4.1	8.1	8.0	6.1	5.1	4.6	10.6	20.1	7.7	7.2	13.5	14.7	4.4	4.3	5.3	0.6	0.8	0.0	0.0	2.0	0.2	1.8	0.0	0.0	133.0
Penzance	23.0	3.2	5.3	1.0	0.0	0.3	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	33.1
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	1.3	10.2	0.2	0.3	0.0	0.2	0.0	0.7	0.0	0.0	0.0	0.0	12.9
Camborne	0.0	0.0	1.1	0.6	0.0	12.4	1.4	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	16.4
Hayle	0.4	0.5	3.9	0.2	0.0	0.8	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.4	9.2	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	12.8
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	0.3	0.0	0.6	12.1	0.2	0.7	0.0	0.0	1.2	15.2
Redruth	0.0	0.0	0.0	0.0	0.2	0.3	2.6	3.8	2.6	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	9.8
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1	0.1	11.6	0.2	0.2	0.5	0.2	0.2	0.0	0.0	0.0	13.7
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	13.0	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	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	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	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	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6
St Ives	0.0	3.9	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	3.9
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	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Pool	0.0	0.0	0.3	0.2	0.0	1.0	1.4	0.4	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	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	11.3	0.0	0.0	0.3	11.6
Helston	0.0	0.0	0.2	10.0	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	10.7
Other Stores in Cornwall	0.2	0.0	0.0	0.2	0.0	0.0	0.1	0.1	0.0	0.1	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

TABLE 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	0.4	3.6	0.0	0.3	0.3	1.0	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	6.3
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	3.6	1.1	0.7	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	6.3
Truro	3.2	1.0	1.2	2.3	3.2	1.7	0.8	0.8	1.5	1.8	1.0	0.7	4.1	4.0	1.7	1.3	1.6	1.1	0.4	0.0	0.2	0.6	0.2	0.0	0.0	0.4	34.6
Penzance	2.5	0.6	0.7	0.6	0.0	1.0	0.0	0.2	0.2	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.8
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	0.6	0.9	0.3	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.4
Camborne	0.2	0.1	0.9	0.4	0.0	1.5	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.9
Hayle	0.2	0.4	0.4	0.3	0.0	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.0	0.4	0.2	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	0.4	0.8	0.1	0.2	0.0	0.0	0.2	2.0
Redruth	0.0	0.0	0.2	0.0	0.0	0.0	0.6	0.6	1.2	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	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	2.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.0	0.0	9.5
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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
St Ives	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Pool	0.0	0.0	0.1	0.0	0.0	0.2	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	1.9	0.0	0.0	0.2	2.3
Helston	0.0	0.0	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

market shares taken from cornwall household shopping survey

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

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

Notes:

market shares taken from cornwall household shopping survey

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.2	0.0	0.4	7.5	0.0	0.0	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.9	13.5	3.7	0.6	0.1	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	19.7
Truro	1.9	1.8	2.3	4.1	5.4	2.8	1.6	2.3	5.4	10.4	4.0	3.2	8.6	5.7	2.0	1.5	3.5	0.0	0.2	0.0	0.5	1.2	0.0	1.2	0.0	0.0	69.4
Penzance	10.8	1.6	2.8	0.9	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.6
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	4.9	0.3	0.6	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.2	7.5
Camborne	0.0	0.2	1.3	0.9	0.0	4.2	1.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2
Hayle	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.8	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.2	3.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.8	3.1	0.4	0.5	0.0	0.0	0.2	5.5	
Redruth	0.0	0.0	0.1	0.0	0.6	0.4	0.3	0.6	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Liskeard	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.2	0.5	3.4	0.4	0.6	0.3	0.0	0.0	0.0	0.0	0.0	6.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.2	0.3	0.7	0.2	1.8	1.8	0.6	1.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.2	5.2
Helston	0.0	0.2	0.0	3.9	0.4	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	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	8.2	0.0	0.0	0.4	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	9.7
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.9	14.4	4.0	0.6	0.1	0.0	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	21.2
Truro	2.0	2.0	2.5	4.4	5.9	3.1	1.7	2.4	5.9	11.3	4.3	3.4	9.3	6.1	2.2	1.7	3.8	0.0	0.2	0.0	0.5	1.3	0.0	1.4	0.0	0.0	75.3
Penzance	11.6	1.8	3.0	1.0	0.2	0.0	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	0.0	0.0	0.0	0.0	17.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	5.4	0.4	0.6	0.0	0.0	0.2	0.6	0.0	0.0	0.0	0.2	8.2
Camborne	0.0	0.2	1.4	1.0	0.0	4.6	1.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8
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	3.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	3.9
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	0.3	0.0	0.3	0.0	0.9	3.4	0.4	0.6	0.0	0.0	0.2	6.0	
Redruth	0.0	0.0	0.1	0.0	0.6	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	2.3
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	3.7	0.5	0.6	0.3	0.0	0.0	0.0	0.0	0.0	6.5
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	4.2	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	4.7
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.5
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
St Ives	0.0	0.7	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	0.7	0.2	1.9	1.9	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	7.7
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	5.5	0.0	0.0	0.2	5.7
Helston	0.0	0.2	0.0	4.2	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	5.6
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.2	1.1	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	2.3
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	1.6	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Truro	1.1	0.6	0.5	0.7	1.1	0.6	0.7	0.5	0.5	1.6	0.6	0.4	1.7	2.5	1.2	0.9	0.7	0.7	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	17.2
Penzance	1.5	0.3	0.6	0.4	0.1	0.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
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	0.1	0.6	0.2	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.5
Camborne	0.0	0.1	0.0	0.1	0.2	0.6	0.2	0.1	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Hayle	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.6	1.1
Redruth	0.2	0.0	0.1	0.1	0.1	0.0	0.0	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pool	0.0	0.0	0.2	0.1	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.2	0.9
Helston	0.0	0.0	0.1	0.9	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.5
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.2	0.0	0.6	10.0	0.0	0.0	0.5	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	11.8
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.6	1.2	17.3	5.1	0.8	0.2	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	25.7
Truro	2.5	2.4	3.1	5.3	7.2	3.7	2.0	2.8	7.4	13.6	5.3	4.2	11.4	7.3	2.8	2.0	4.6	0.0	0.3	0.0	0.6	1.6	0.0	1.8	0.0	0.0	92.0
Penzance	14.0	2.2	3.7	1.2	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	21.7
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	1.1	6.6	0.5	0.8	0.0	0.0	0.2	0.7	0.0	0.0	0.0	0.3	10.1
Camborne	0.0	0.2	1.7	1.2	0.0	5.6	1.7	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	10.7
Hayle	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	0.0	0.9
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	3.7	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	0.3	4.8
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	1.0	4.1	0.5	0.7	0.0	0.0	0.3	7.3	
Redruth	0.0	0.0	0.1	0.0	0.8	0.5	0.3	0.8	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Liskeard	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3	0.3	0.6	4.5	0.6	0.8	0.4	0.0	0.0	0.0	0.0	0.0	8.0
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	5.2	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	5.8
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	0.6	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.7
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
St Ives	0.0	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	0.0	0.2	0.5	0.9	0.2	2.3	2.3	0.8	1.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.3
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	6.8	0.0	0.0	0.3	7.0
Helston	0.0	0.2	0.0	5.0	0.5	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	6.7
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.8	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.4

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.2	1.4	0.0	0.0	0.1	0.7	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
St Austell	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.6	1.9	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
Truro	1.3	0.7	0.6	0.9	1.4	0.7	0.8	0.5	0.7	1.9	0.7	0.5	2.1	3.0	1.5	1.1	0.8	0.9	0.5	0.0	0.0	0.4	0.0	0.0	0.0	20.9	
Penzance	1.8	0.3	0.7	0.4	0.1	0.7	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	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	0.0	0.2	0.1	0.7	0.3	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	1.8	
Camborne	0.0	0.1	0.0	0.1	0.3	0.7	0.2	0.1	0.2	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	
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	0.4	
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.6	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.2	0.0	0.0	1.4	
Redruth	0.3	0.0	0.2	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	1.4	
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	0.1	1.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.3	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	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	0.8	
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	0.9	0.0	0.0	1.1	
Helston	0.0	0.0	0.2	1.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.3	0.0	0.7	11.7	0.0	0.0	0.6	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.9
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	1.4	19.9	6.0	0.9	0.2	0.0	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	29.9
Truro	2.8	2.9	3.6	6.1	8.4	4.4	2.3	3.2	8.8	15.8	6.3	5.0	13.5	8.4	3.3	2.4	5.4	0.0	0.3	0.0	0.7	1.9	0.0	2.3	0.0	0.0	107.7
Penzance	16.3	2.6	4.3	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	25.3
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	1.3	7.7	0.5	0.9	0.0	0.0	0.2	0.8	0.0	0.0	0.0	0.3	11.9
Camborne	0.0	0.3	2.0	1.4	0.0	6.6	1.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5
Hayle	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	4.3	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.3	0.0	5.6
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.0	1.2	4.7	0.6	0.8	0.0	0.0	0.3	0.0	8.5
Redruth	0.0	0.0	0.2	0.0	0.9	0.5	0.4	0.9	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
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	0.4	0.0	0.0	0.0	0.0	0.0	9.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	6.1	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	6.8
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	0.7	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	0.0	0.9
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	0.3	0.5	1.0	0.3	2.7	2.7	0.9	2.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.9
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0	0.3	0.0	8.3
Helston	0.0	0.3	0.0	5.8	0.6	0.5	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.9	0.0	0.0	0.2	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 12J: TURNOVER OF RECREATIONAL GOODS FACILITIES (2ND CHOICE DESTINATION) 2026

	ZONE																										
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.0	0.0	0.1	0.3	1.7	0.0	0.0	0.1	0.8	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
St Austell	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.7	2.2	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Truro	1.5	0.8	0.7	1.0	1.7	0.9	0.9	0.6	0.8	2.2	0.8	0.5	2.4	3.4	1.8	1.3	0.9	1.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	24.4	
Penzance	2.1	0.4	0.8	0.5	0.2	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	0.0	0.0	5.1	
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.8	0.3	0.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.1	
Camborne	0.0	0.1	0.0	0.1	0.3	0.9	0.2	0.1	0.3	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	
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	0.5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.7	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	1.0	1.7	
Redruth	0.3	0.0	0.2	0.1	0.2	0.0	0.0	0.2	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	
Liskeard	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.0	0.0	0.6	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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
Camelford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.3	0.1	0.2	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.3	1.4	
Helston	0.0	0.0	0.2	1.3	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	2.0	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.5	

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	0.3	0.0	0.8	14.0	0.0	0.0	0.8	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	16.6
St Austell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.8	1.6	23.2	7.2	1.1	0.2	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0	35.1
Truro	3.4	3.4	4.2	7.2	10.0	5.7	3.2	4.5	10.9	18.5	7.5	5.9	15.9	9.8	4.0	2.8	6.3	0.0	0.4	0.0	0.8	2.2	0.0	2.8	0.0	0.0	129.4
Penzance	19.2	3.1	5.1	1.6	0.3	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	29.9
Bodmin	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	9.2	0.6	1.0	0.0	0.0	0.3	1.0	0.0	0.0	0.0	0.4	14.1
Camborne	0.0	0.3	2.3	1.6	0.0	8.5	2.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0
Hayle	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Wadebridge	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	5.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.4	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	0.4	0.0	0.5	0.0	1.4	5.5	0.7	1.0	0.0	0.0	0.4	10.0	
Redruth	0.0	0.0	0.2	0.0	1.1	0.7	0.5	1.2	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	4.2
Liskeard	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4	0.8	6.1	0.8	1.1	0.5	0.0	0.0	0.0	0.0	0.0	10.9
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	7.2	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	8.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.4	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	0.4	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	1.2	0.3	3.5	3.7	1.2	2.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	0.0	0.0	0.4	9.9
Helston	0.0	0.3	0.0	6.8	0.7	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	9.3
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	1.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	2.0

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	0.3	2.0	0.0	0.0	0.1	1.0	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	4.0
St Austell	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.8	2.5	0.3	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8
Truro	1.8	1.0	0.8	1.2	2.0	1.1	1.2	0.9	1.0	2.6	1.0	0.6	2.9	4.0	2.2	1.6	1.1	1.2	0.8	0.0	0.0	0.5	0.0	0.0	0.0	29.3	
Penzance	2.5	0.5	0.9	0.6	0.2	1.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.2	1.0	0.4	0.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	2.5	
Camborne	0.0	0.2	0.0	0.1	0.4	1.1	0.3	0.1	0.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.6	
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.9	
Launceston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.3	0.1	0.2	0.0	0.0	2.0	
Redruth	0.4	0.0	0.2	0.1	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	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	2.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	3.2	
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Callington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Pool	0.0	0.0	0.3	0.1	0.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.6	
Helston	0.0	0.0	0.2	1.5	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	2.4	
Other Stores in Cornwall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	

Notes:

turnover of facilities calculated by applying market share to available expenditure

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

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

Notes:

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

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

	ZONE																										TOTAL (£m)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Falmouth	0.7	0.3	0.7	8.2	58.8	1.9	1.2	1.7	7.1	4.2	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	87.4
St Austell	0.0	0.1	0.0	0.1	0.2	0.1	0.0	0.1	0.2	0.2	0.4	4.4	7.9	76.4	25.7	6.8	1.6	1.9	0.6	0.1	0.5	1.6	0.1	0.0	0.0	0.0	129.0
Truro	16.3	11.2	13.8	27.6	39.5	19.8	13.4	14.3	28.4	67.5	26.4	22.1	60.9	56.9	17.9	16.1	21.5	4.8	2.2	0.6	1.6	6.9	0.8	8.2	0.5	0.3	499.4
Penzance	74.5	12.9	19.7	9.2	0.4	3.1	0.5	0.3	0.4	1.9	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	124.3
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3	0.0	0.0	0.2	1.5	4.3	31.4	5.1	2.8	0.1	0.2	0.6	3.9	0.2	0.0	0.0	0.6	51.6
Camborne	0.7	2.5	6.8	4.3	1.3	24.1	3.8	2.0	2.7	0.2	0.8	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	51.0	
Hayle	2.3	1.7	5.8	1.0	0.0	2.4	0.6	0.1	0.6	0.2	0.1	0.0	0.1	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.6	0.0	0.1	16.1
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	3.5	23.4	0.2	0.0	0.0	0.1	4.3	0.5	0.0	0.1	0.3	33.6
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	0.6	0.0	1.6	0.0	4.5	29.9	2.4	6.0	0.0	1.6	3.6	50.3	
Redruth	0.5	0.1	1.0	1.2	1.8	1.5	4.5	6.0	5.5	0.3	1.4	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	24.4
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	1.4	1.3	1.6	2.1	1.6	37.1	4.5	2.8	2.6	1.2	1.2	0.5	0.4	0.3	60.1
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.4	0.0	26.7	0.1	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.4	0.0	3.5	0.0	0.0	32.2
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	3.0	0.0	0.0	0.0	0.0	0.0	0.1	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	0.3	10.8	1.3	0.1	0.0	0.0	0.7	0.0	0.0	13.2
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	0.2
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	3.4	0.0	0.0	0.7	0.0	0.0	4.5	
St Ives	0.1	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	6.1	
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	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9	
Pool	0.7	1.1	7.1	6.4	2.4	17.5	12.4	6.7	9.6	0.8	1.9	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	67.1	
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	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.7	27.8	0.0	0.0	1.2	30.4
Helston	0.1	0.2	0.5	23.7	1.5	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	0.0	0.4	0.0	0.1	0.0	28.5
Other Stores in Cornwall	0.3	0.0	0.2	0.3	0.5	0.0	0.1	0.1	0.1	0.3	0.6	0.2	1.7	0.7	0.2	1.1	0.7	3.9	1.1	0.7	0.5	0.2	0.7	2.8	0.4	0.2	17.5

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	0.9	0.3	0.8	9.9	71.8	2.4	1.4	2.0	8.9	5.0	0.4	0.6	0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	1.9	0.0	0.0	106.9
St Austell	0.0	0.1	0.1	0.2	0.3	0.1	0.0	0.1	0.3	0.2	0.4	5.3	9.7	91.5	32.2	8.3	2.0	2.4	0.8	0.1	0.5	1.9	0.1	0.0	0.0	0.0	156.6
Truro	19.7	13.8	16.8	33.2	48.3	24.3	16.0	16.8	35.5	81.5	32.5	27.1	74.7	68.1	22.5	19.7	26.2	5.8	2.7	0.8	1.9	8.4	1.0	11.0	0.7	0.3	609.4
Penzance	90.0	16.0	24.1	11.1	0.5	3.7	0.6	0.4	0.5	2.3	0.1	0.3	0.0	0.8	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	150.9
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.3	0.0	0.0	0.2	1.8	5.4	38.5	6.2	3.3	0.1	0.3	0.7	4.8	0.2	0.0	0.0	0.8	63.4
Camborne	0.8	3.1	8.3	5.2	1.6	29.6	4.5	2.4	3.4	0.2	1.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	0.2	62.4	
Hayle	2.8	2.1	7.1	1.2	0.1	2.9	0.7	0.2	0.7	0.2	0.2	0.0	0.1	0.3	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.8	0.0	0.1	19.8
Wadebridge	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.8	0.1	0.3	4.3	28.4	0.3	0.0	0.0	0.1	5.3	0.6	0.0	0.1	0.4	41.0
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	0.7	0.1	2.0	0.0	5.5	36.1	2.9	7.4	0.0	2.1	5.0	61.9
Redruth	0.6	0.2	1.2	1.5	2.2	1.8	5.4	7.0	6.8	0.4	1.7	0.1	0.2	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	29.5
Liskeard	0.0	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.2	0.3	0.1	0.3	1.7	1.6	2.1	2.6	2.0	45.0	5.4	3.4	3.1	1.5	1.5	0.7	0.6	0.4	73.3
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.1	0.5	0.0	32.7	0.2	0.5	0.2	0.3	0.0	0.0	0.0	0.0	0.5	0.0	4.7	0.0	0.0	39.9
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.1	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	0.3	13.2	1.6	0.1	0.0	0.0	1.0	0.0	0.0	16.1
Camelford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.7	0.0	3.1
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	0.4	4.2	0.0	0.0	1.0	0.0	0.0	5.5	
St Ives	0.2	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	7.6
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Pool	0.8	1.4	8.7	7.7	3.0	21.5	14.8	7.8	12.0	1.0	2.3	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	81.5
Bude	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.9	34.4	0.0	0.0	1.7	37.8
Helston	0.1	0.2	0.7	28.5	1.8	0.6	0.2	0.0	0.7	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.1	0.0	34.5
Other Stores in Cornwall	0.4	0.0	0.2	0.3	0.6	0.0	0.2	0.1	0.1	0.4	0.7	0.2	2.1	0.8	0.3	1.4	0.8	4.7	1.3	0.8	0.6	0.3	0.9	3.7	0.5	0.2	21.7

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	1.0	0.4	1.0	11.5	84.6	2.8	1.6	2.3	10.6	5.8	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	2.4	0.0	0.0	125.7
St Austell	0.0	0.1	0.1	0.2	0.3	0.2	0.0	0.1	0.4	0.3	0.5	6.3	11.4	105.4	38.3	9.8	2.3	2.7	0.9	0.1	0.6	2.3	0.2	0.0	0.0	0.0	182.3
Truro	22.8	16.3	19.7	38.5	56.9	28.6	18.3	19.2	42.3	94.5	38.2	31.8	87.9	78.5	26.7	23.2	30.7	6.8	3.1	0.9	2.2	9.8	1.1	13.5	0.9	0.4	713.0
Penzance	104.6	18.9	28.2	12.8	0.6	4.4	0.7	0.4	0.5	2.7	0.2	0.3	0.0	1.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	175.8
Bodmin	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.4	0.4	0.0	0.0	0.3	2.1	6.5	45.4	7.3	3.9	0.1	0.3	0.8	5.6	0.3	0.0	0.0	1.0	74.6
Camborne	1.0	3.6	9.7	6.0	1.9	34.7	5.2	2.7	4.0	0.3	1.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	0.3	73.1	
Hayle	3.2	2.5	8.3	1.4	0.1	3.4	0.8	0.2	0.8	0.3	0.2	0.0	0.1	0.3	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.2	0.9	0.0	0.2	23.2
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.1	0.3	5.1	33.3	0.3	0.0	0.0	0.1	6.2	0.7	0.0	0.1	0.5	48.1
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	0.8	0.1	2.3	0.0	6.4	41.7	3.5	8.8	0.0	2.7	6.3	72.5
Redruth	0.6	0.2	1.4	1.7	2.6	2.1	6.2	8.0	8.1	0.5	2.0	0.2	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	34.3
Liskeard	0.0	0.0	0.1	0.0	0.7	0.0	0.1	0.0	0.2	0.4	0.1	0.3	2.1	1.8	2.4	3.0	2.3	52.4	6.3	4.0	3.6	1.8	1.8	0.8	0.7	0.5	85.6
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.1	0.5	0.0	38.5	0.2	0.6	0.2	0.3	0.0	0.0	0.0	0.0	0.5	0.0	5.8	0.0	0.0	47.2
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	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	15.4	1.8	0.1	0.0	0.0	1.2	0.0	0.0	18.9
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	0.9	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.9	3.8	
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	0.4	4.9	0.0	0.0	1.2	0.0	0.0	6.5	
St Ives	0.2	8.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	9.0
Torpoint	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Pool	0.9	1.6	10.2	9.0	3.5	25.2	17.0	8.9	14.3	1.1	2.7	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	95.1
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	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.5	1.1	40.6	0.0	0.0	2.1	44.8
Helston	0.1	0.3	0.8	33.0	2.1	0.7	0.2	0.0	0.9	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0	40.0
Other Stores in Cornwall	0.5	0.0	0.3	0.4	0.7	0.0	0.2	0.2	0.1	0.4	0.8	0.3	2.5	0.9	0.4	1.6	0.9	5.5	1.5	1.0	0.7	0.3	1.0	4.6	0.7	0.3	25.7

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	1.2	0.4	1.1	13.4	100.6	3.6	2.2	3.2	13.1	6.9	0.6	0.8	0.1	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.1	2.9	0.0	0.0	150.8
St Austell	0.0	0.1	0.1	0.2	0.4	0.2	0.0	0.2	0.5	0.3	0.6	7.4	13.5	122.7	45.9	11.6	2.8	3.2	1.0	0.1	0.7	2.7	0.2	0.0	0.0	0.0	214.4
Truro	26.9	19.4	23.3	45.1	67.6	36.8	25.3	27.2	52.2	111.0	45.5	37.6	103.9	91.4	32.0	27.5	36.2	8.0	3.7	1.1	2.6	11.7	1.4	16.6	1.1	0.6	855.7
Penzance	123.4	22.4	33.4	15.0	0.7	5.7	0.9	0.6	0.7	3.2	0.2	0.4	0.0	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0	208.3
Bodmin	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.0	0.0	0.3	2.5	7.8	53.8	8.6	4.6	0.2	0.4	1.0	6.7	0.3	0.0	0.0	1.2	88.5
Camborne	1.1	4.3	11.5	7.1	2.2	44.7	7.2	3.9	5.0	0.3	1.4	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.3	92.0	
Hayle	3.8	2.9	9.9	1.6	0.1	4.4	1.0	0.3	1.0	0.3	0.2	0.0	0.1	0.4	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.1	0.2	1.2	0.0	0.2	28.1
Wadebridge	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.2	0.4	6.1	39.3	0.4	0.0	0.0	0.1	7.4	0.9	0.0	0.2	0.6	56.9
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	2.7	0.0	7.5	48.6	4.1	10.4	0.0	3.4	7.9	85.8	
Redruth	0.8	0.2	1.7	2.0	3.1	2.7	8.6	11.4	10.0	0.6	2.4	0.2	0.2	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	44.3
Liskeard	0.0	0.0	0.1	0.0	0.8	0.0	0.1	0.1	0.3	0.4	0.1	0.4	2.4	2.1	2.9	3.6	2.7	61.5	7.4	4.7	4.2	2.1	2.2	1.0	0.9	0.7	100.8
Newquay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.1	0.6	0.0	45.5	0.2	0.7	0.2	0.4	0.0	0.0	0.0	0.0	0.6	0.0	7.1	0.0	0.0	56.1
Looe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	5.3
Saltash	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.4	18.1	2.2	0.1	0.0	0.0	1.5	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	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.3
Padstow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	2.5	1.1	4.8	
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	0.5	5.7	0.0	0.0	0.0	1.5	0.0	0.0	7.7	
St Ives	0.2	9.6	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	10.6
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	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Pool	1.1	1.9	12.1	10.5	4.2	32.5	23.4	12.6	17.6	1.3	3.2	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	121.3
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	0.3	0.2	0.0	0.0	0.2	0.0	0.0	0.6	1.3	48.1	0.0	0.0	2.6	53.2
Helston	0.1	0.3	0.9	38.7	2.5	0.9	0.3	0.0	1.1	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.2	0.1	47.2
Other Stores in Cornwall	0.6	0.0	0.3	0.4	0.9	0.0	0.3	0.2	0.2	0.5	1.0	0.3	2.9	1.1	0.4	1.9	1.1	6.5	1.8	1.2	0.8	0.4	1.2	5.6	0.9	0.4	30.7

Notes:

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO GROWTH SCENARIO

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

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£/m)
	Total Net Sales	Convenience Goods Sales		
FALMOUTH & PENRYN				
Aldi, Penryn	4180	2972	13638	40.5
Tesco, Killgrew Street, Falmouth	717	845	12900	8.3
Sainsbury's, Ponsardan, Falmouth	1820	1355	5213	12.6
Island, Berkeley Vale, Falmouth	432	384	5728	2.2
Marka & Spencer, Falmouth		186	10710	2.0
Other town centre		1661	4000	6.6
Other		500	3500	1.8
TOTAL				74.0
PENZANCE				
Tesco, Penzance	2266	1812	12900	23.4
Morrisons, Penzance	2657	2126	11003	23.4
Co-op, Market Jew Street, Penzance	619	557	5700	3.2
Lidl, Penzance	743	632	2820	1.8
Island, Wharfedale, Penzance	467	420	5728	2.4
Other town centre		1841	4000	7.4
Other		500	3500	1.8
Co-op, The Strand, Newlyn	203	193	5700	1.1
Co-op, Siltensdown	488	464	5700	2.6
TOTAL				67.6
LISKEARD				
Morrisons, Liskeard	2313	1851	11003	20.4
Co-op, Barras Street	978	610	5700	3.5
EuroStar	744	670	5500	3.7
Other		1120	4000	4.5
TOTAL				32.0
WADEBRIDGE				
Tesco, Wadebridge		1720	12900	22.2
Co-op, Wadebridge	1137	967	5700	5.5
Lidl, Wadebridge	929	743	2820	2.1
Other		668	4000	3.9
TOTAL				33.7
HELSTON				
Tesco, Helston		1714	12900	22.1
Co-op, Helston	997	848	5700	4.8
Lidl, Helston		1029	2820	2.9
Other, Helston town centre		1343	4000	5.4
TOTAL				35.2
CAMBORNE, POOL & REDRUTH				
Tesco, Wesley Street, Camborne	1924	1635	12900	21.1
Island, Treowarren Street, Camborne	434	412	5728	2.4
Aldi, Church Street, Camborne	896	806	4300	3.5
Lidl, Camborne	1000	800	2820	2.3
Other Camborne town centre	1183	1065	4000	4.3
Other		250	3500	0.9
Tesco Extra, Pool	6503	3252	12900	41.9
Morrisons, Pool	2807	2386	11003	26.3
Other Pool	250	250	3500	0.9
Tesco, Velgus Hill, Redruth	2183	1856	12900	23.9
Island, Fore Street, Redruth	455	455	5728	2.6
Other Redruth town centre	858	772	4000	3.1
Other	250	250	3500	0.9
TOTAL				133.9
NEWQUAY				
Morrisons, Newquay	2787	2230	11003	24.5
Sainsbury's, Fore Street, Newquay	1421	1216	5213	11.2
Co-op, Oakleigh Terrace, Newquay	1202	1022	5700	5.8
Lidl	929	743	2820	2.1
Other Newquay town centre	2750	2750	4000	11.0
Other	500	500	3500	1.8
TOTAL				56.4
LAUNCESTON				
Tesco, Launceston	2400	1800	12900	23.2
Lidl Launceston	929	743	2820	2.1
Co-op, Broad Street, Launceston	210	200	5700	1.1
Co-op, Newport Inn Estate	880	752	5700	4.5
Other	785	785	4000	3.1
TOTAL				34.1
BODMIN				
Aldi, Bodmin	3188	1913	13638	26.5
Morrisons, Bodmin	2304	1843	11003	20.3
Sainsbury's, Bodmin	1922	1538	5213	14.2
Island, Bodmin	314	298	5728	1.7
Other Bodmin town centre	900	900	4000	3.6
Other	500	500	3500	1.8
TOTAL				68.0
BUDE				
Morrisons, Bude		2109	11003	23.2
Sainsbury's, Bude		985	5213	9.1
Co-op, Bude		600	5700	3.4
Other		1070	4000	4.3
TOTAL				40.0
ST AUSTELL				
Aldi, St Austell	4341	2821	13638	39.0
Tesco, St Austell		1812	12900	23.4
Co-op, West Hill, St Austell		939	5700	5.4
Co-op, Slades Road		251	5700	1.4
Somerfield, Middleway, St Blazey		674	5700	3.8
Aldi, St Austell		700	4300	3.0
Lidl, St Austell		650	2820	1.8
Other St Austell town centre		1320	4000	5.3
Other (St Austell / St Blazey / Par)		1200	3500	4.2
Island, St Austell		306	5728	1.8
TOTAL				89.1
SALTASH				
Waitrose, Saltash	2780	2224	11877	26.4
Lidl, Saltash		1029	2820	2.9
Co-op, Saltash	495	445	5700	2.5
Other	749	749	4000	3.0
TOTAL				34.8
ST IVES				
Co-op, Royal Square	170	162	5700	0.9
Co-op, The Sternack	224	223	5700	1.3
Tesco, Carbis Bay	1,578	1,263	12900	18.3
Co-op, Trigenia Place, St Ives	260	247	5700	1.4
Other stores, Carbis Bay	312	296	4000	1.2
Other stores, St Ives	897	718	4000	2.9
TOTAL				23.9
HAYLE				
Co-op, Hayle	995	895	5700	5.1
Lidl, Hayle		1126	2820	3.2
Marka & Spencer, Hayle		465	10710	5.6
Other		530	4000	2.1
TOTAL				15.4
TRURO				
Tesco, Truro	3587	2691	12900	34.7
Sainsbury's, Truro	5981	3694	5213	34.0
Aldi, Truro	760	616	4300	2.6
Co-op, Boscawen Street, Truro	563	496	5700	2.8
Somerfield, Truro	864	734	5700	4.2
Marka & Spencer, Truro	1304	1324	10710	14.2
Island, Truro	430	409	5728	2.3
Other Truro city centre		1200	4000	4.8
Other		300	3500	1.1
TOTAL				100.8
Commitments				
Sainsbury's, Helston	2759	1931	5213	17.8
Tesco extension, Helston	2251	1071	12900	13.8
Lidl, Penryn	1070	856	4300	2.4
Aldi, Newquay	1000	800	4300	3.4
Fradon (Food unit extension)		145	5000	0.7
Lidl, Bodmin	1070	856	2820	2.4
Aldi, Liskeard	952	762	4300	3.3
Tesco, Callington	2787	1486	12900	19.2
Tesco extension, St Austell		1165	12900	15.4
Lidl, Camborne (on-site redevelopment)	536	429	2820	1.2

Notes:

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

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

CORNWALL COUNCIL
CORNWALL RETAIL STUDY - ZERO GROWTH SCENARIO

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	69.2	65.6	65.7	66.6	68.5
Market Share (%)	4.7	4.4	4.2	4.1	4.1
Expenditure Inflow (£m)	8.7	8.3	8.3	8.4	8.6
Total Turnover Potential (£m)	77.9	73.9	74.0	75.0	77.1
Benchmark Turnover of Existing and Committed Facilities (£m)	76.4	76.7	78.1	79.3	80.5
Residual Expenditure (£m)	1.5	-2.8	-4.1	-4.3	-3.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	150	-282	-403	-418	-321

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	55.0	54.7	55.4	56.2	57.6
Market Share (%)	3.7	3.6	3.5	3.5	3.4
Expenditure Inflow (£m)	7.0	6.9	7.0	7.1	7.3
Total Turnover Potential (£m)	61.9	61.6	62.4	63.4	64.9
Benchmark Turnover of Existing and Committed Facilities (£m)	70.4	70.7	71.9	73.0	74.1
Residual Expenditure (£m)	-8.4	-9.0	-9.6	-9.6	-9.2
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-844	-901	-935	-930	-877

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	69.6	67.7	67.4	67.6	68.7
Market Share (%)	4.7	4.5	4.3	4.2	4.0
Expenditure Inflow (£m)	8.8	8.5	8.5	8.5	8.7
Total Turnover Potential (£m)	78.4	76.2	75.9	76.2	77.4
Benchmark Turnover of Existing and Committed Facilities (£m)	67.0	67.3	68.5	69.5	70.6
Residual Expenditure (£m)	11.4	9.0	7.4	6.7	6.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1142	894	728	642	647

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	58.5	55.1	55.0	55.1	55.6
Market Share (%)	3.9	3.7	3.5	3.4	3.3
Expenditure Inflow (£m)	3.5	3.3	3.3	3.3	3.3
Total Turnover Potential (£m)	62.0	58.4	58.3	58.4	59.0
Benchmark Turnover of Existing and Committed Facilities (£m)	35.3	35.4	36.1	36.6	37.2
Residual Expenditure (£m)	26.8	23.0	22.2	21.8	21.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2677	2291	2171	2099	2073

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	37.9	37.8	38.3	38.9	39.9
Market Share (%)	2.6	2.5	2.4	2.4	2.3
Expenditure Inflow (£m)	7.0	7.0	7.1	7.2	7.4
Total Turnover Potential (£m)	44.9	44.8	45.4	46.1	47.2
Benchmark Turnover of Existing and Committed Facilities (£m)	33.7	33.8	34.4	34.9	35.5
Residual Expenditure (£m)	11.2	11.0	10.9	11.2	11.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1124	1095	1071	1076	1118

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	44.6	49.2	49.6	50.1	51.1
Market Share (%)	3.0	3.3	3.2	3.1	3.0
Expenditure Inflow (£m)	7.5	8.3	8.3	8.4	8.6
Total Turnover Potential (£m)	52.1	57.5	58.0	58.5	59.7
Benchmark Turnover of Existing and Committed Facilities (£m)	66.8	67.1	68.3	69.3	70.4
Residual Expenditure (£m)	-14.7	-9.6	-10.3	-10.8	-10.7
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-1474	-960	-1011	-1040	-1018

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

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	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	122.7	120.2	120.3	121.2	135.3
Market Share (%)	8.3	8.0	7.6	7.5	8.0
Expenditure Inflow (£m)	4.9	4.8	4.8	4.8	5.4
Total Turnover Potential (£m)	127.6	125.0	125.1	126.1	140.7
Benchmark Turnover of Existing and Committed Facilities (£m)	135.1	135.6	138.1	140.2	142.3
Residual Expenditure (£m)	-7.5	-10.6	-13.0	-14.1	-1.6
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-746	-1056	-1269	-1362	-149

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	44.8	44.6	45.1	45.8	46.7
Market Share (%)	3.0	3.0	2.9	2.8	2.7
Expenditure Inflow (£m)	9.4	9.4	9.5	9.6	9.8
Total Turnover Potential (£m)	54.2	54.0	54.5	55.4	56.5
Benchmark Turnover of Existing and Committed Facilities (£m)	59.8	60.1	61.2	62.1	63.0
Residual Expenditure (£m)	-5.6	-6.1	-6.6	-6.7	-6.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-560	-609	-650	-645	-617

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	50.4	46.5	47.0	47.5	48.8
Market Share (%)	3.4	3.1	3.0	2.9	2.9
Expenditure Inflow (£m)	4.3	4.0	4.0	4.0	4.1
Total Turnover Potential (£m)	54.7	50.4	51.0	51.6	53.0
Benchmark Turnover of Existing and Committed Facilities (£m)	34.1	34.2	34.9	35.4	35.9
Residual Expenditure (£m)	20.6	16.2	16.1	16.2	17.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	2058	1611	1575	1559	1617

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	37.9	38.2	39.4	40.4	41.6
Market Share (%)	2.6	2.5	2.5	2.5	2.4
Expenditure Inflow (£m)	3.2	3.3	3.3	3.4	3.5
Total Turnover Potential (£m)	41.2	41.5	42.8	43.8	45.1
Benchmark Turnover of Existing and Committed Facilities (£m)	40.0	40.1	40.9	41.5	42.1
Residual Expenditure (£m)	1.2	1.4	1.9	2.3	3.0
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	118	135	185	226	284

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	114.4	113.1	113.3	113.9	115.6
Market Share (%)	7.7	7.5	7.2	7.0	6.8
Expenditure Inflow (£m)	6.9	6.8	6.8	6.8	6.9
Total Turnover Potential (£m)	121.2	119.9	120.0	120.7	122.6
Benchmark Turnover of Existing and Committed Facilities (£m)	104.5	104.9	106.8	108.5	110.1
Residual Expenditure (£m)	16.7	15.0	13.2	12.3	12.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	1670	1493	1292	1181	1186

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	27.9	27.3	27.8	28.3	29.6
Market Share (%)	1.9	1.8	1.8	1.7	1.7
Expenditure Inflow (£m)	2.4	2.3	2.4	2.4	2.5
Total Turnover Potential (£m)	30.2	29.7	30.1	30.7	32.2
Benchmark Turnover of Existing and Committed Facilities (£m)	34.8	35.0	35.6	36.2	36.7
Residual Expenditure (£m)	-4.6	-5.3	-5.5	-5.5	-4.5
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	-461	-531	-536	-527	-432

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	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	15.3	15.2	15.3	15.5	16.0
Market Share (%)	1.0	1.0	1.0	1.0	0.9
Expenditure Inflow (£m)	2.8	2.8	2.8	2.9	3.0
Total Turnover Potential (£m)	18.1	18.0	18.2	18.4	19.0
Benchmark Turnover of Existing and Committed Facilities (£m)	15.4	15.4	15.7	16.0	16.2
Residual Expenditure (£m)	2.7	2.6	2.5	2.4	2.8
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	275	259	241	235	264

Notes:

available expenditure from Table 3

turnover from study area taken from Table 5

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

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

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

indicative benchmark turnover taken from Table 14

residual expenditure is the total turnover potential minus benchmark turnover

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

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

2007 PRICES

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

	2009	2014	2021	2026	2031
Available Convenience Goods Expenditure (£m)	1485.8	1508.1	1573.1	1624.7	1701.2
Turnover from Study Area (£m)	92.3	92.1	93.0	94.1	96.7
Market Share (%)	6.21	6.11	5.91	5.79	5.7
Expenditure Inflow (£m)	14.1	14.1	14.2	14.4	14.8
Total Turnover Potential (£m)	106.4	106.2	107.2	108.5	111.5
Benchmark Turnover of Existing and Committed Facilities (£m)	100.8	101.2	103.0	104.6	106.1
Residual Expenditure (£m)	5.7	5.0	4.2	4.0	5.4
Indicative sales density for new convenience goods floorspace (£/sq m)	10,000	10040	10222	10376	10533
indicative retail floorspace capacity (£m)	567	499	410	382	510

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	80.7	85.9	105.0	123.4	148.1
Market Share (%)	3.6	3.4	3.3	3.2	3.2
Expenditure Inflow (£m)	10.2	10.8	13.2	15.6	18.7
Total Turnover Potential (£m)	90.9	96.7	118.2	139.0	166.8
Benchmark Turnover of Existing and Committed Facilities (£m)	90.9	95.0	107.5	118.7	131.1
Residual Expenditure (£m)	0.0	1.7	10.7	20.3	35.7
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	332	1808	3102	4948

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	47.5	58.6	72.3	85.0	101.2
Market Share (%)	2.1	2.3	2.3	2.2	2.2
Expenditure Inflow (£m)	3.0	3.7	4.6	5.4	6.4
Total Turnover Potential (£m)	50.5	62.3	76.8	90.4	107.6
Benchmark Turnover of Existing and Committed Facilities (£m)	60.5	63.2	71.6	79.0	87.2
Residual Expenditure (£m)	-10.0	-1.0	5.2	11.3	20.3
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2000	-185	885	1734	2817

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	115.1	123.8	150.2	175.0	207.4
Market Share (%)	5.1	4.9	4.7	4.6	4.5
Expenditure Inflow (£m)	10.4	11.1	13.5	15.8	18.7
Total Turnover Potential (£m)	125.5	134.9	163.8	190.8	226.1
Benchmark Turnover of Existing and Committed Facilities (£m)	125.5	131.2	148.5	164.0	181.1
Residual Expenditure (£m)	0.0	3.7	15.2	26.8	45.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	707	2572	4100	6242

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**LISKEARD**

	2009	2014	2021	2026	2031
Available Comparison Goods Expenditure (£m)	2267.4	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	55.4	60.1	73.3	85.6	100.8
Market Share (%)	2.4	2.4	2.3	2.2	2.2
Expenditure Inflow (£m)	4.7	5.1	6.2	7.3	8.6
Total Turnover Potential (£m)	60.1	65.2	79.5	92.8	109.3
Benchmark Turnover of Existing and Committed Facilities (£m)	60.1	62.9	71.2	78.6	86.7
Residual Expenditure (£m)	0.0	2.3	8.3	14.3	22.6
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	444	1411	2187	3133

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	30.9	33.6	41.0	48.1	56.9
Market Share (%)	1.4	1.3	1.3	1.3	1.2
Expenditure Inflow (£m)	4.6	5.0	6.1	7.2	8.5
Total Turnover Potential (£m)	35.5	38.6	47.1	55.3	65.4
Benchmark Turnover of Existing and Committed Facilities (£m)	35.5	37.2	42.1	46.5	51.3
Residual Expenditure (£m)	0.0	1.4	5.1	8.8	14.1
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	270	855	1352	1959

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	26.5	34.1	41.6	48.4	57.3
Market Share (%)	1.2	1.4	1.3	1.3	1.2
Expenditure Inflow (£m)	3.4	4.4	5.3	6.2	7.3
Total Turnover Potential (£m)	29.9	38.5	46.9	54.6	64.6
Benchmark Turnover of Existing and Committed Facilities (£m)	40.5	42.3	47.9	52.9	58.4
Residual Expenditure (£m)	-10.6	-3.8	-1.0	1.7	6.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-2120	-727	-163	260	866

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	131.8	141.9	172.7	201.8	256.8
Market Share (%)	5.8	5.6	5.4	5.3	5.6
Expenditure Inflow (£m)	13.2	14.2	17.3	20.2	25.7
Total Turnover Potential (£m)	145.0	156.1	190.0	222.0	282.5
Benchmark Turnover of Existing and Committed Facilities (£m)	145.0	151.6	171.6	189.5	209.2
Residual Expenditure (£m)	0.0	4.5	18.4	32.5	73.3
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	852	3105	4971	10161

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	29.4	42.2	52.6	62.1	74.2
Market Share (%)	1.3	1.7	1.7	1.6	1.6
Expenditure Inflow (£m)	4.6	6.6	8.2	9.7	11.6
Total Turnover Potential (£m)	34.0	48.7	60.8	71.8	85.8
Benchmark Turnover of Existing and Committed Facilities (£m)	51.0	53.3	60.4	66.7	73.6
Residual Expenditure (£m)	-17.0	-4.6	0.4	5.1	12.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-3400	-877	71	787	1693

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	46.3	50.3	61.9	72.5	85.8
Market Share (%)	2.0	2.0	1.9	1.9	1.9
Expenditure Inflow (£m)	3.0	3.2	4.0	4.6	5.5
Total Turnover Potential (£m)	49.2	53.6	65.8	77.2	91.3
Benchmark Turnover of Existing and Committed Facilities (£m)	49.2	51.5	58.3	64.3	71.0
Residual Expenditure (£m)	0.0	2.1	7.6	12.8	20.2
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	401	1278	1966	2806

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	27.7	30.4	37.8	44.8	53.2
Market Share (%)	1.2	1.2	1.2	1.2	1.2
Expenditure Inflow (£m)	3.4	3.8	4.7	5.6	6.6
Total Turnover Potential (£m)	31.2	34.2	42.5	50.3	59.8
Benchmark Turnover of Existing and Committed Facilities (£m)	31.2	32.6	36.9	40.8	45.0
Residual Expenditure (£m)	0.0	1.6	5.6	9.6	14.8
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	306	948	1462	2047

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	119.4	145.0	176.9	206.1	243.4
Market Share (%)	5.3	5.8	5.6	5.4	5.3
Expenditure Inflow (£m)	9.6	11.6	14.2	16.5	19.5
Total Turnover Potential (£m)	129.0	156.6	191.1	222.6	262.9
Benchmark Turnover of Existing and Committed Facilities (£m)	150.0	156.9	177.5	196.0	216.4
Residual Expenditure (£m)	-21.0	-0.3	13.5	26.6	46.5
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	-4202	-55	2283	4071	6443

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	12.2	13.2	16.1	18.9	22.4
Market Share (%)	0.5	0.5	0.5	0.5	0.5
Expenditure Inflow (£m)	0.4	0.4	0.5	0.6	0.7
Total Turnover Potential (£m)	12.6	13.6	16.6	19.5	23.0
Benchmark Turnover of Existing and Committed Facilities (£m)	12.6	13.1	14.9	16.4	18.1
Residual Expenditure (£m)	0.0	0.5	1.8	3.1	4.9
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	89	297	472	680

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	14.9	16.1	19.8	23.2	28.1
Market Share (%)	0.7	0.6	0.6	0.6	0.6
Expenditure Inflow (£m)	3.0	3.2	4.0	4.6	5.6
Total Turnover Potential (£m)	17.8	19.4	23.7	27.8	33.7
Benchmark Turnover of Existing and Committed Facilities (£m)	17.8	18.6	21.1	23.3	25.7
Residual Expenditure (£m)	0.0	0.7	2.6	4.5	8.0
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	0	139	445	693	1104

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	2513.7	3183.2	3807.6	4617.2
Turnover from Study Area (£m)	460.7	464.4	565.0	660.9	791.7
Market Share (%)	20.3	18.5	17.7	17.4	17.1
Expenditure Inflow (£m)	23.0	23.2	28.2	33.0	39.6
Total Turnover Potential (£m)	483.7	487.6	593.2	693.9	831.3
Benchmark Turnover of Existing and Committed Facilities (£m)	407.7	426.4	482.6	532.8	588.3
Residual Expenditure (£m)	76.0	61.2	110.7	161.1	243.1
Indicative sales density for new comparison goods floorspace (£/sq m)	5,000	5229	5918	6534	7214
indicative retail floorspace capacity (£m)	15203	11713	18697	24652	33690

Notes:

available expenditure from Table 3

turnover from study area taken from Table 13

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

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

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

benchmark turnover assumes that existing stores are in equilibrium at 2009

residual expenditure is the total turnover potential minus benchmark turnover

sales density for new floorspace is indicative only

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

2007 PRICES