

PENWITH DISTRICT COUNCIL

Penwith Retail Study - APPENDICES

December 2007



GVA Grimley LLP

University Gate
Park Row
Bristol
BS1 5UB

0870 900 8990
www.gvagrimley.co.uk

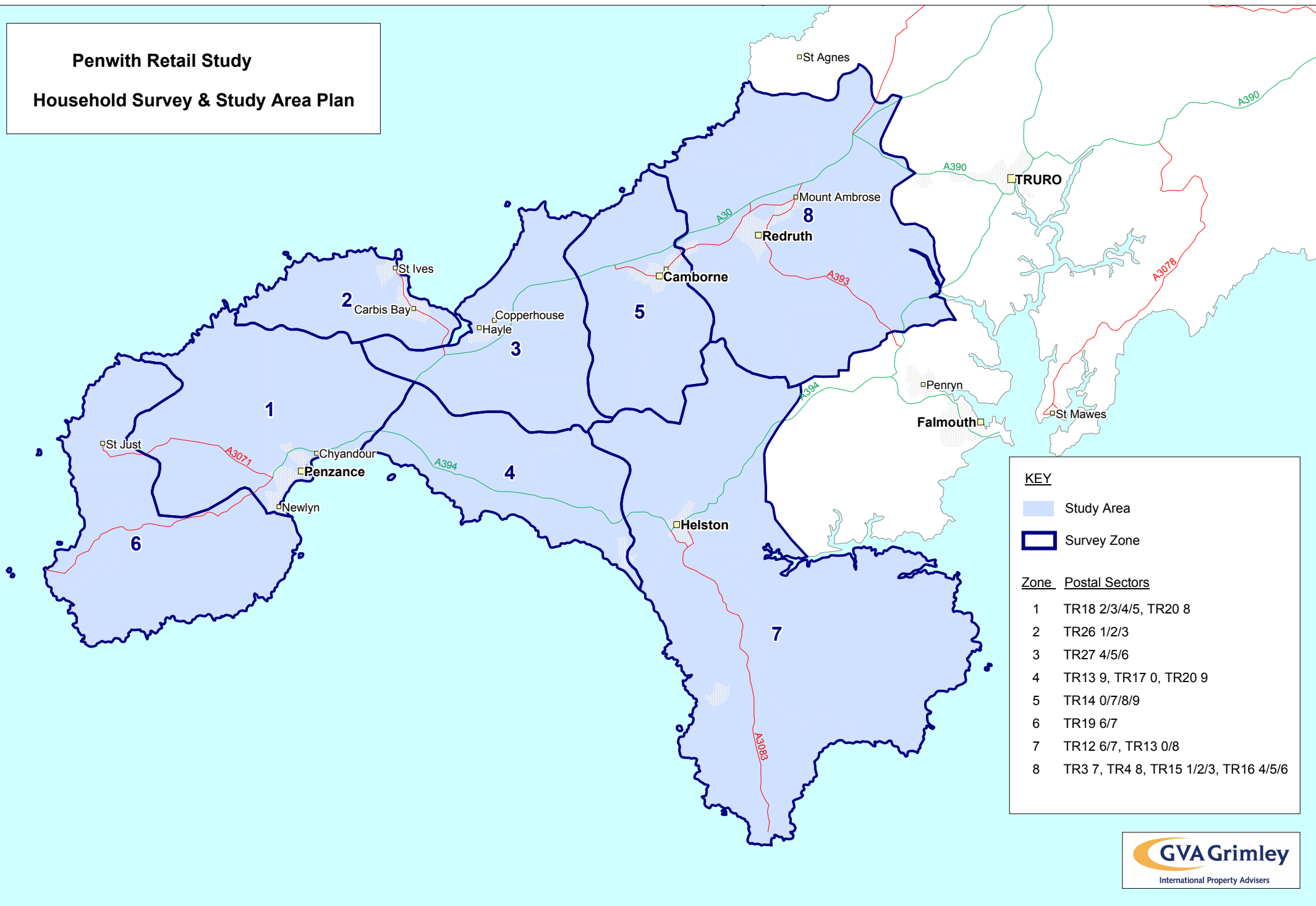
APPENDICES

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Appendix A
Plan of Study Area

Penwith Retail Study

Household Survey & Study Area Plan



KEY	
	Study Area
	Survey Zone
Zone	Postal Sectors
1	TR18 2/3/4/5, TR20 8
2	TR26 1/2/3
3	TR27 4/5/6
4	TR13 9, TR17 0, TR20 9
5	TR14 0/7/8/9
6	TR19 6/7
7	TR12 6/7, TR13 0/8
8	TR3 7, TR4 8, TR15 1/2/3, TR16 4/5/6

Appendix B
Household Survey Tabulations

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q01 In which shop or shopping centre do you do most of your households main food shopping ?																		
<i>Excluding internet / home delivery, (Don't do main food shopping) and (Don't know) at Q01</i>																		
Aldi, Camborne	1.2%	9	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	3.2%	6
Asda, Falmouth	2.3%	18	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.2%	4	0.0%	0	6.3%	7	3.2%	6
Asda, 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	0.0%	0
Co-op, Camborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Copper Terrace, Hayle	2.2%	17	0.0%	0	7.4%	4	19.2%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fore Street, Hayle	0.8%	6	0.0%	0	5.3%	3	4.3%	3	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Illogan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 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
Co-op, Penzance	1.9%	14	10.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Co-op, Queens Square, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Redruth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Co-op, Roche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Royal Square, St Ives	0.3%	2	0.0%	0	4.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 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	0.0%	0
Co-op, St Columb Major	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Columb Minor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Day	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Just	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	4	0.0%	0	0.0%	0
Co-op, The Stennack, St Ives	0.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Strand, Newlyn	0.7%	5	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tregenna Place, 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
Co-op, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Wherry Town, Penzance	0.7%	5	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Iceland, Camborne	0.2%	2	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Penzance	0.4%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0
Iceland, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, 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	0.0%	0
Iceland, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hayle	0.7%	6	0.0%	0	5.3%	3	4.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Penzance	0.9%	7	3.0%	4	0.0%	0	0.0%	0	3.1%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0
Morrisons, Penzance	10.0%	77	33.0%	41	5.3%	3	11.7%	8	19.6%	11	0.0%	0	31.6%	14	0.0%	0	0.0%	0
Morrisons, Pool	4.7%	36	0.0%	0	3.2%	2	0.0%	0	0.0%	0	9.7%	11	0.0%	0	2.1%	2	10.5%	21
Sainsburys, Truro	1.7%	13	0.0%	0	1.1%	1	1.1%	1	0.0%	0	1.1%	1	0.0%	0	0.0%	0	5.3%	11
Somerfield, Helston	2.5%	19	0.0%	0	0.0%	0	0.0%	0	8.2%	5	0.0%	0	0.0%	0	13.7%	14	0.0%	0
Somerfield, 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
Somerfield, Par	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Truro	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Tesco Extra, Pool	8.8%	67	0.0%	0	7.4%	4	9.6%	6	0.0%	0	17.2%	19	0.0%	0	1.1%	1	17.9%	36
Tesco, Camborne	13.6%	104	0.0%	0	17.0%	9	29.8%	20	1.0%	1	62.4%	70	0.0%	0	0.0%	0	2.1%	4
Tesco, Carbis Bay (St. Ives)	2.4%	19	0.0%	0	31.9%	17	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Helston	13.7%	105	0.0%	0	0.0%	0	3.2%	2	36.1%	20	0.0%	0	0.0%	0	75.8%	80	1.1%	2
Tesco, Padstow	0.1%	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
Tesco, Penzance	11.8%	90	40.0%	50	6.4%	3	11.7%	8	20.6%	12	0.0%	0	39.8%	17	0.0%	0	0.0%	0
Tesco, Redruth	11.6%	89	0.0%	0	1.1%	1	1.1%	1	0.0%	0	2.2%	2	0.0%	0	0.0%	0	42.1%	85
Tesco, 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	0.0%	0
Tesco, Truro	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4
Other stores in Angarrack	0.0%	0	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 Canonstow	0.0%	0	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 Carbis Bay	0.0%	0	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 Carnhell Green	0.0%	0	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 Connor Downs	0.0%	0	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 Crowlas	0.0%	0	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 Goldsithney	0.0%	0	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 Gulval / Trevarrack	0.0%	0	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 Hayle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Other stores in Heamoor	0.0%	0	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 Lelant	0.0%	0	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 Long Rock	0.2%	1	0.0%	0	0.0%	0	1.1%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Ludgvan	0.0%	0	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 Madron	0.0%	0	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 Marazion	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0

Column %ges.

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other stores in Mousehole	0.0%	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 Nancledra	0.0%	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 Newbridge	0.0%	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 Newlyn	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Other stores in Paul	0.0%	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 Pendeen	0.0%	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 Penzance	0.9%	7	5.0%	6	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.0%	0	0.0%	0	0.0%
Other stores in Perranuthoe	0.0%	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 Phillack	0.0%	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 Porthcurno	0.0%	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 Relubbus	0.0%	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 Rosudgeon - Perran Downs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Other stores in Sennen Cove / Churchtown	0.0%	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 St Buryan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%
Other stores in St Erth	0.0%	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 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%
Other stores in Trewellard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Asda, Penryn	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	4.2%
Asda, Penwith	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	1.1%
Lidl, Camborne	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Local Store, Helston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Marks and Spencers, Truro Town Centre	0.4%	3	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%
Morrisons, A304, Camborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%
Morrisons, Redruth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%
Weighted base:	765			124		54		67		56		112		44		106	
Sample:	766			100		94		94		97		93		98		95	

Q02 How does your household normally travel to its main food shopping destination (STORE MENTIONED AT Q01) ?*Those who do main food shopping in a shop / shopping centre at Q01*

Car / van (as driver)	69.5%	541	53.0%	66	64.9%	36	67.7%	46	85.9%	49	68.8%	80	82.7%	36	68.4%	75	75.0%	153
Car / van (as passenger)	15.4%	120	17.0%	21	12.4%	7	25.0%	17	6.1%	3	16.7%	19	8.2%	4	13.3%	14	16.7%	34
Bus	2.2%	17	4.0%	5	0.0%	0	1.0%	1	4.0%	2	2.1%	2	2.0%	1	3.1%	3	1.0%	2
Motorcycle	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	8.7%	68	18.0%	22	14.4%	8	2.1%	1	1.0%	1	11.5%	13	6.1%	3	10.2%	11	4.2%	9
Taxi	0.5%	4	2.0%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.3%	2	1.0%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Get shopping delivered	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.0%	23	4.0%	5	7.2%	4	3.1%	2	1.0%	1	0.0%	0	1.0%	0	4.1%	4	3.1%	6
Weighted base:	779			124		56		68		57		116		44		109		204
Sample:	780			100		97		96		99		96		98		98		96

Q03 When your household undertakes its main food shopping (AT STORE / CENTRE MENTIONED AT Q01), does it also normally visit OTHER shops, leisure or service outlets on the same shopping trip ?*Those who do main food shopping in a shop / shopping centre at Q01*

Always	6.3%	49	3.0%	4	10.3%	6	5.2%	4	3.0%	2	5.2%	6	11.2%	5	6.1%	7	8.3%	17
Normally	8.3%	64	9.0%	11	7.2%	4	13.5%	9	9.1%	5	4.2%	5	12.2%	5	3.1%	3	10.4%	21
Sometimes	25.4%	198	26.0%	32	18.6%	10	27.1%	18	26.3%	15	20.8%	24	24.5%	11	30.6%	33	26.0%	53
Rarely	9.3%	73	11.0%	14	8.2%	5	8.3%	6	11.1%	6	12.5%	14	2.0%	1	5.1%	6	10.4%	21
Never	49.0%	382	49.0%	61	55.7%	31	43.7%	30	47.5%	27	56.3%	65	49.0%	22	54.1%	59	42.7%	87
(Don't know / varies)	1.6%	13	2.0%	2	0.0%	0	2.1%	1	3.0%	2	1.0%	1	1.0%	0	1.0%	1	2.1%	4
Weighted base:	779			124		56		68		57		116		44		109		204
Sample:	780			100		97		96		99		96		98		98		96

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q04 Which town centre, freestanding store, or retail / leisure park does your household visit most often when it undertakes the linked trip to OTHER shops, leisure or service outlets ?																		
Camborne	15.6%	49	0.0%	0	28.6%	6	25.0%	8	2.6%	1	62.1%	22	0.0%	0	5.1%	2	11.6%	11
Carbis Bay	0.0%	0	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	6.5%	20	0.0%	0	34.3%	7	31.8%	10	0.0%	0	3.4%	1	0.0%	0	0.0%	0	2.3%	2
Helston	15.8%	49	0.0%	0	0.0%	0	2.3%	1	47.4%	10	0.0%	0	2.1%	0	82.1%	36	2.3%	2
Newlyn	2.1%	7	13.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	0	0.0%	0	0.0%	0
Penzance	23.7%	74	81.6%	39	8.6%	2	25.0%	8	36.8%	8	0.0%	0	83.0%	17	0.0%	0	0.0%	0
Pool	6.8%	21	0.0%	0	2.9%	1	6.8%	2	0.0%	0	6.9%	2	0.0%	0	2.6%	1	16.3%	15
Redruth	11.6%	36	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	39.5%	36
St Ives	0.9%	3	0.0%	0	14.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	9.2%	29	2.6%	1	5.7%	1	4.5%	1	2.6%	1	13.8%	5	2.1%	0	0.0%	0	20.9%	19
West Cornwall Shopping Park, 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
Heliport Retail Park, Penzance	0.4%	1	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	1.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.9%	2	0.0%	0	7.7%	3	0.0%	0
Lelant	0.2%	1	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longlock	0.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeen	0.1%	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
Penryn	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Porthleven	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Souslanes	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0
St Just	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	1	0.0%	0	0.0%	0
(Don't know / varies)	3.2%	10	0.0%	0	2.9%	1	2.3%	1	7.9%	2	3.4%	1	2.1%	0	2.6%	1	4.7%	4
Weighted base:		312		47		20		31		22		35		21		43		91
Sample:		313		38		35		44		38		29		47		39		43

Mean score = [5%, 15.5%, 25.5%, 35.5%, 45.5%, 55.5%, 65.5%, 75.5%, 85.5%, 95.5%]

Q05 Thinking about your household's total expenditure on food and groceries (including milk deliveries, newspapers, cigarettes, etc) about what proportion do you usually spend at (STORE MENTIONED AT Q01) ?

Those who do main food shopping at Q01

0 - 10%	1.0%	8	1.0%	1	3.0%	2	0.0%	0	2.0%	1	2.1%	2	1.0%	0	1.0%	1	0.0%	0
11 - 20%	2.0%	16	3.0%	4	3.0%	2	1.0%	1	0.0%	0	1.0%	1	4.0%	2	0.0%	0	3.1%	6
21 - 30%	5.4%	42	5.0%	6	2.0%	1	7.1%	5	9.0%	5	6.2%	7	7.9%	4	3.0%	3	5.2%	11
31 - 40%	3.8%	30	7.0%	9	3.0%	2	3.0%	2	2.0%	1	9.3%	11	0.0%	0	3.0%	3	1.0%	2
41 - 50%	10.2%	80	5.0%	6	4.0%	2	16.2%	11	10.0%	6	6.2%	7	9.9%	4	10.0%	11	15.5%	32
51 - 60%	5.9%	46	6.0%	7	4.0%	2	5.1%	4	5.0%	3	7.2%	8	5.0%	2	8.0%	9	5.2%	11
61 - 70%	8.2%	65	12.0%	15	5.1%	3	5.1%	4	6.0%	3	11.3%	13	4.0%	2	7.0%	8	8.2%	17
71 - 80%	18.5%	146	19.0%	24	15.2%	9	25.3%	18	19.0%	11	13.4%	16	12.9%	6	23.0%	26	18.6%	38
81 - 90%	10.1%	80	5.0%	6	12.1%	7	7.1%	5	10.0%	6	6.2%	7	12.9%	6	10.0%	11	15.5%	32
91 - 100%	13.1%	103	11.0%	14	22.2%	13	14.1%	10	10.0%	6	1.0%	1	20.8%	9	13.0%	14	17.5%	36
(Don't know / varies)	21.0%	166	26.0%	32	25.3%	14	15.2%	11	26.0%	15	34.0%	40	21.8%	10	22.0%	24	9.3%	19
(Refused)	0.8%	6	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.1%	2	0.0%	0	0.0%	0	1.0%	2
Mean:		65.9		63.3		71.4		65.7		64.1		56.0		67.9		69.0		68.5
Weighted base:		789		124		57		70		58		117		45		111		206
Sample:		793		100		99		99		100		97		101		100		97

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q06 Where do you do most of your household's shopping for small scale 'top-up' food shopping ?																		
<i>Excluding internet / home delivery, (Don't do top-up shopping) and (Don't know) at Q06</i>																		
Aldi, Camborne	3.1%	17	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.7%	5	0.0%	0	5.1%	3	5.0%	9
Asda, Falmouth	0.5%	3	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Asda, 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	0.0%	0
Co-op, Camborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Copper Terrace, Hayle	3.3%	18	0.0%	0	16.0%	7	25.8%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Fore Street, Hayle	0.8%	4	0.0%	0	4.0%	2	3.2%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Illogan	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 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
Co-op, Penzance	3.4%	19	18.9%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Co-op, Queens Square, Penzance	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Redruth	4.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	13.8%	23
Co-op, Roche	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Royal Square, St Ives	0.6%	3	0.0%	0	8.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, 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	0.0%	0
Co-op, St Columb Major	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Columb Minor	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Day	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, St Just	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.7%	7	0.0%	0	0.0%	0
Co-op, The Stennack, St Ives	0.9%	5	0.0%	0	12.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, The Strand, Newlyn	1.6%	9	9.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Tregenna Place, St Ives	0.4%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-op, Truro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Co-op, Wherry Town, Penzance	0.8%	4	4.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Iceland, Camborne	1.2%	7	0.0%	0	0.0%	0	1.6%	1	0.0%	0	8.3%	6	0.0%	0	0.0%	0	0.0%	0
Iceland, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Penzance	1.5%	8	8.1%	7	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Redruth	2.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.5%	13
Iceland, 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	0.0%	0
Iceland, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Hayle	1.6%	9	1.4%	1	6.7%	3	9.7%	4	0.0%	0	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Lidl, Penzance	0.8%	4	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	1	1.7%	1	0.0%	0
Morrisons, Penzance	4.3%	23	13.5%	12	0.0%	0	4.8%	2	11.3%	3	0.0%	0	10.6%	3	3.4%	2	0.0%	0
Morrisons, Pool	2.0%	11	0.0%	0	0.0%	0	1.6%	1	0.0%	0	5.0%	4	0.0%	0	0.0%	0	3.8%	6
Sainsburys, Truro	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	11
Somerfield, Helston	2.7%	15	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	22.0%	14	0.0%	0
Somerfield, 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
Somerfield, Par	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Somerfield, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pool	2.5%	14	0.0%	0	1.3%	1	0.0%	0	0.0%	0	6.7%	5	0.0%	0	0.0%	0	5.0%	9
Tesco, Camborne	6.6%	36	0.0%	0	5.3%	2	9.7%	4	0.0%	0	36.7%	27	0.0%	0	1.7%	1	1.3%	2
Tesco, Carbis Bay (St. Ives)	1.3%	7	0.0%	0	12.0%	5	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Helston	5.7%	31	0.0%	0	0.0%	0	0.0%	0	15.1%	5	0.0%	0	0.0%	0	40.7%	27	0.0%	0
Tesco, Padstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Penzance	4.3%	24	14.9%	14	0.0%	0	3.2%	1	18.9%	6	0.0%	0	9.1%	3	0.0%	0	0.0%	0
Tesco, Redruth	5.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	15.0%	26
Tesco, 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	0.0%	0
Tesco, Truro	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other stores in Angarrack	0.0%	0	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 Canonstown	0.0%	0	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 Carbis Bay	0.4%	2	0.0%	0	5.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Carnhell Green	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other stores in Connor Downs	0.4%	2	0.0%	0	0.0%	0	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Crowlas	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Goldsithney	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Gulval / Trevarrack	0.0%	0	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 Hayle	1.9%	11	0.0%	0	12.0%	5	9.7%	4	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Other stores in Heamoor	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Lelant	0.0%	0	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 Long Rock	0.5%	2	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Ludgvan	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Other stores in Madron	0.0%	0	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 Marazion	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	3.4%	2	0.0%	0

Column %ges.

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

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	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Other stores in Mousehole	0.0%	0	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 Nancledra	0.0%	0	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 Newbridge	0.0%	0	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 Newlyn	0.4%	2	1.4%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.5%	0	0.0%	0	0.0%	0
Other stores in Paul	0.0%	0	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 Pendeen	1.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.2%	5	0.0%	0	0.0%	0
Other stores in Penzance	4.0%	22	16.2%	15	1.3%	1	0.0%	0	9.4%	3	0.0%	0	7.6%	2	1.7%	1	0.0%	0
Other stores in Perranuthoe	0.0%	0	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 Phillack	0.0%	0	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 Porthcurno	0.0%	0	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 Relubbus	0.0%	0	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 Rosudgeon - Perran Downs	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Sennen Cove / Churchtown	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0
Other stores in St Buryan	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.6%	3	1.7%	1	0.0%	0
Other stores in St Erth	0.9%	5	0.0%	0	0.0%	0	11.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in St Ives	0.5%	3	0.0%	0	6.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other stores in Trewellard	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Asda, Penryn	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	1.7%	1	0.0%	0
Ashton Post Office, Local Village	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brendas, The Cove, Coverack	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Butchers, St Keverne Village Square, Helston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Camborne Town Centre	0.3%	2	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Carharrack Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costcutter, Broad Lane, Pool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costcutter, Fore Street, Porthleven	0.4%	2	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Harbour Head, Porthleven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costcutter, Illogan Highway Road, Redruth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costcutter, Penberphy Road, Porpratth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costcutter, Redruth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Costcutter, Square, Porthleven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Fish Monger, Lington Wharf, Penryn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Four Lane Village Shop	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Lidl, North Roskear Road, Camborne	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Local Shop, Aberton	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Beacon Village, Camborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local shop, Black Water	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local shop, Camborne	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.3%	2
Local Shop, Carharrack Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local shop, Chacewater	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Local Shop, Fennen	0.1%	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
Local Shop, Helston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shop, Lanner	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local Shop, Leedstown	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Loggans Way, Loggans	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shop, Perranwell Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local Shop, Ponsanooth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Local Shop, Pool	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Local Shop, Preze Square, Preze	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Local Shop, Redruth	1.9%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.3%	11
Local Shop, St Just	0.1%	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
Local Shop, Trewarren Street, Camborne	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	4	0.0%	0	0.0%	0	0.0%	0
Local store, Lizard	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2	0.0%	0
Local Store, St Keverne Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Londis, Four Lanes Square,	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2

Column %ges.

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Redruth																		
Londis, The Square, St Keverne, Helston, Cornwall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Marks and Spencers, Lemon Quay, Truro, Cornwall	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Mount Hawk Village	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Perranwell Station Village	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Porthleven	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Porthleven Supermarket	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Post Office, Leedstown	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Praasands	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Premier, Camborne Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Redruth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Safeway, Penzanze	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Small Shop, Logans Estate	0.1%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Carnellis Road, St Ives	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Church Road, St Ivians Village, Truro	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Spar, East End, Redruth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Spar, Helston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Spar, Market Square, St Just	0.1%	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
Spar, Meneage Street, Helston	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0
Weighted base:		548		92		43		44		31		72		30		66		170
Sample:		529		74		75		62		53		60		66		59		80

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q07A In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q07</i>																		
Camborne	6.0%	41	1.1%	1	8.7%	4	6.3%	4	1.2%	1	20.0%	18	1.1%	0	2.5%	2	5.4%	11
Carbis Bay	0.0%	0	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	1.0%	7	0.0%	0	2.5%	1	7.6%	4	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Helston	3.6%	24	1.1%	1	0.0%	0	0.0%	0	6.1%	3	1.3%	1	0.0%	0	21.3%	19	0.0%	0
Newlyn	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	24.8%	167	70.5%	77	43.8%	20	32.9%	18	32.9%	16	2.7%	2	69.2%	28	3.8%	3	1.1%	2
Pool	2.9%	20	0.0%	0	3.8%	2	2.5%	1	2.4%	1	2.7%	2	0.0%	0	2.5%	2	5.4%	11
Redruth	4.2%	29	0.0%	0	0.0%	0	1.3%	1	0.0%	0	1.3%	1	0.0%	0	1.3%	1	13.0%	26
St Ives	0.3%	2	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Truro	52.2%	352	25.0%	27	32.5%	15	46.8%	26	52.4%	25	66.7%	60	24.2%	10	61.3%	54	68.5%	134
B&Q, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, Hayle	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.1%	2
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Barcelona	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central London	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	1.5%	10	0.0%	0	0.0%	0	0.0%	0	2.4%	1	2.7%	2	0.0%	0	5.0%	4	1.1%	2
France	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hatfield	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.1%	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
Longrot, Cornwall	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Three Mile Stone Retail Park, Truro	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Penryn	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2	0.0%	0
Penwith	0.1%	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
Plymouth	0.7%	4	1.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	0	0.0%	0	1.1%	2
Salma	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Salisbury	0.1%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre Retail Park, Manchester	0.1%	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
Weighted base:	675			109		46		56		48		90		41		89		196
Sample:	667			88		80		79		82		75		91		80		92

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q07B In which town centre, freestanding store, or retail park do you do most of your household's shopping for clothes, footwear and other fashion goods? (2nd destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q07</i>																		
Camborne	8.1%	27	7.9%	4	16.7%	5	21.4%	6	6.1%	1	12.0%	4	5.6%	1	4.9%	2	3.5%	4
Carbis Bay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayle	1.1%	4	0.0%	0	1.9%	1	2.4%	1	0.0%	0	0.0%	0	2.8%	0	0.0%	0	1.8%	2
Helston	2.6%	9	0.0%	0	0.0%	0	0.0%	0	6.1%	1	0.0%	0	0.0%	0	12.2%	6	1.8%	2
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	22.2%	76	21.1%	10	40.7%	13	38.1%	11	39.4%	8	24.0%	7	5.6%	1	24.4%	11	12.3%	15
Pool	0.4%	1	0.0%	0	0.0%	0	2.4%	1	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Redruth	10.1%	34	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	4	0.0%	0	2.4%	1	24.6%	30
St Ives	0.5%	2	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	2.8%	0	0.0%	0	0.0%	0
Truro	33.9%	115	60.5%	29	37.0%	12	26.2%	8	30.3%	6	36.0%	11	75.0%	12	19.5%	9	24.6%	30
B&Q, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, Hayle	0.6%	2	2.6%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Falmouth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
B&Q, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Barcelona	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.1%	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
Central London	0.2%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Falmouth	15.7%	54	5.3%	2	0.0%	0	0.0%	0	9.1%	2	12.0%	4	2.8%	0	29.3%	13	26.3%	32
France	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Hatfield	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leicester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Longrot, 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
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Three Mile Stone Retail Park, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	2.8%	0	0.0%	0	0.0%	0
Penwith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	1.4%	5	2.6%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	4.9%	2	0.0%	0
Salma	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Surrey	0.2%	1	0.0%	0	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trafford Centre Retail Park, Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	340			47		31		30		19		30		16		46		121
Sample:	326			38		54		42		33		25		36		41		57

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q08A In which town centre, freestanding store, or retail park do you do most of your households shopping for furniture, floor coverings and household textiles ? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q08</i>																		
Camborne	11.0%	51	3.4%	2	23.0%	8	11.3%	4	1.7%	1	21.6%	13	4.8%	1	3.9%	2	13.6%	19
Carbis Bay	0.0%	0	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	0.9%	4	0.0%	0	4.9%	2	0.0%	0	0.0%	0	3.9%	2	0.0%	0	0.0%	0	0.0%	0
Helston	4.3%	20	1.7%	1	0.0%	0	9.4%	4	20.7%	7	3.9%	2	1.6%	0	9.8%	6	0.0%	0
Newlyn	0.4%	2	1.7%	1	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	18.4%	86	62.7%	46	18.0%	6	18.9%	7	27.6%	9	2.0%	1	52.4%	15	2.0%	1	0.0%	0
Pool	3.2%	15	0.0%	0	3.3%	1	1.9%	1	6.9%	2	5.9%	4	1.6%	0	7.8%	4	1.5%	2
Redruth	9.1%	42	0.0%	0	1.6%	1	11.3%	4	1.7%	1	5.9%	4	0.0%	0	9.8%	6	19.7%	28
St Ives	0.6%	3	0.0%	0	6.6%	2	0.0%	0	0.0%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0
Truro	34.8%	162	18.6%	14	29.5%	10	26.4%	10	27.6%	9	37.3%	23	31.7%	9	45.1%	26	43.9%	62
B&Q, Camborne Retail Park	2.7%	13	0.0%	0	3.3%	1	0.0%	0	0.0%	0	9.8%	6	0.0%	0	2.0%	1	3.0%	4
B&Q, Penzance	1.5%	7	3.4%	2	1.6%	1	5.7%	2	5.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, St Austell	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.6%	3	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Focus, Truro	0.5%	2	1.7%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	1.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	3.0%	4
Homebase, St Austell	0.1%	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
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Falmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
B&Q, Pool	0.4%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Bristol	0.1%	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
Comet, Truro	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Falmouth	4.3%	20	0.0%	0	1.6%	1	5.7%	2	6.9%	2	2.0%	1	3.2%	1	7.8%	4	6.1%	9
Ikea, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Salisbury	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Julian Foyles Furniture Warehouse, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
London	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Three Mile Stone Retail Park, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
MFI, Newquay Road, Truro	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Newquay	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Penryn	1.0%	5	0.0%	0	1.6%	1	1.9%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.5%	2
Plymouth	0.0%	0	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	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Camborne Retail Park	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills Shopping Centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Trago Mills, Arwenack Street, Falmouth	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2
Trago Mills, Two Waters Foot, Liskeard	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	467			73		35		38		34		62		28		57		140
Sample:	462			59		61		53		58		51		63		51		66

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q08B In which town centre, freestanding store, or retail park do you do most of your households shopping for furniture, floor coverings and household textiles ? (2nd destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q08</i>																		
Camborne	7.4%	13	15.0%	4	7.1%	1	20.0%	2	0.0%	0	27.3%	4	0.0%	0	0.0%	0	2.9%	2
Carbis Bay	0.0%	0	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
Helston	2.3%	4	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	0.0%	0	15.0%	3	0.0%	0
Newlyn	0.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0
Penzance	10.1%	17	20.0%	5	28.6%	5	20.0%	2	33.3%	2	9.1%	1	5.9%	0	10.0%	2	0.0%	0
Pool	5.2%	9	0.0%	0	3.6%	1	0.0%	0	11.1%	1	27.3%	4	0.0%	0	0.0%	0	5.9%	4
Redruth	11.5%	20	0.0%	0	7.1%	1	20.0%	2	11.1%	1	0.0%	0	0.0%	0	5.0%	1	20.6%	15
St Ives	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	29.9%	52	35.0%	9	39.3%	6	13.3%	1	22.2%	1	27.3%	4	58.8%	4	30.0%	7	26.5%	19
B&Q, Camborne Retail Park	4.4%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.0%	3	5.9%	4
B&Q, Penzance	1.1%	2	5.0%	1	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Heliport Retail Park, Penzance	2.9%	5	20.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	1.6%	3	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pool	0.4%	1	0.0%	0	0.0%	0	6.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bournemouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bristol	0.6%	1	0.0%	0	0.0%	0	0.0%	0	11.1%	1	0.0%	0	5.9%	0	0.0%	0	0.0%	0
Comet, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	8.6%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.8%	1	15.0%	3	14.7%	11
Ikea, Bristol	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
John Lewis, Salisbury	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Julian Foyles Furniture Warehouse, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kent Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Matalan, Three Mile Stone Retail Park, Truro	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
MFI, Newquay Road, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newquay	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	5.9%	4
Plymouth	5.1%	9	0.0%	0	0.0%	0	13.3%	1	0.0%	0	0.0%	0	11.8%	1	10.0%	2	5.9%	4
St Austell	0.3%	1	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Pool	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2
Trago Mills Shopping Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Arwenack Street, Falmouth	0.7%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago Mills, Two Waters Foot, 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
Weighted base:	172		25		16		11		5		13		8		22		72	
Sample:	154		20		28		15		9		11		17		20		34	

Column %ges.

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q09A In which town centre, freestanding store, or retail park do you do most of your households shopping for DIY and decorating goods ? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q09</i>																		
Camborne	4.6%	32	0.0%	0	5.9%	3	8.5%	5	1.2%	1	8.2%	8	0.0%	0	7.8%	7	4.4%	9
Carbis Bay	0.0%	0	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	0.8%	6	0.0%	0	3.5%	2	6.1%	4	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	1.6%	11	0.0%	0	0.0%	0	1.2%	1	1.2%	1	0.0%	0	0.0%	0	11.7%	10	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	6.0%	41	12.6%	15	15.3%	7	2.4%	1	11.6%	6	0.0%	0	21.6%	9	3.9%	3	0.0%	0
Pool	11.7%	81	0.0%	0	3.5%	2	11.0%	6	1.2%	1	25.9%	27	0.0%	0	11.7%	10	18.7%	36
Redruth	2.2%	15	0.0%	0	1.2%	1	1.2%	1	2.3%	1	0.0%	0	0.0%	0	2.6%	2	5.5%	11
St Ives	0.6%	4	0.0%	0	5.9%	3	0.0%	0	1.2%	1	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Truro	3.6%	25	0.0%	0	0.0%	0	2.4%	1	5.8%	3	1.2%	1	1.1%	0	2.6%	2	8.8%	17
B&Q, Camborne Retail Park	14.1%	98	1.1%	1	16.5%	8	15.9%	9	8.1%	4	36.5%	37	1.1%	0	16.9%	14	12.1%	23
B&Q, Penzance	34.5%	240	84.2%	99	40.0%	20	41.5%	24	62.8%	31	7.1%	7	70.5%	28	23.4%	20	5.5%	11
B&Q, St Austell	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	7.0%	49	0.0%	0	4.7%	2	1.2%	1	0.0%	0	9.4%	10	0.0%	0	2.6%	2	17.6%	34
Focus, Truro	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	6
Heliport Retail Park, Penzance	0.1%	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
Homebase, Pool	1.7%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	4	0.0%	0	0.0%	0	4.4%	9
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Camborne	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0
B&Q, Falmouth	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	2.6%	2	0.0%	0
B&Q, Kernick Road, Penryn	0.9%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	2.2%	4
B&Q, Pool	4.2%	29	0.0%	0	3.5%	2	3.7%	2	0.0%	0	5.9%	6	0.0%	0	0.0%	0	9.9%	19
Cape Building Supplies, St Just	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Culdrose Industrial Estate	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Dulux, Longrock Business Park, Longrock, Penzance	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.2%	4	0.0%	0
Focus, Camborne	0.2%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0
Focus, Three Mile Stone Retail Park, Truro	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Gloweth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Homebase, Redruth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Homebase, Treliske Industrial Estate, Treliske, Truro	0.7%	5	2.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2
Jewson, Carnsew Road, 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
Longrock	0.3%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0
Penryn	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	1.1%	2
Porthleven	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Just	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0
Trago Mills, Arwenack Street, Falmouth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	2	0.0%	0
Trago, Two Waters Foot, 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
Wickes, Truro	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4
Weighted base:		696		118		49		58		50		103		39		86		193
Sample:		689		95		85		82		86		85		88		77		91

Column %ges.

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q09B In which town centre, freestanding store, or retail park do you do most of your households shopping for DIY and decorating goods ? (2nd destination) <i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q09</i>																		
Camborne	4.6%	12	5.0%	1	14.0%	3	10.8%	3	7.1%	1	4.5%	1	9.1%	1	0.0%	0	1.9%	2
Carbis Bay	0.0%	0	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	0.7%	2	0.0%	0	2.3%	1	5.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	1.9%	5	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	11.4%	4	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	5.1%	14	10.0%	2	7.0%	2	8.1%	2	35.7%	3	0.0%	0	13.6%	1	2.9%	1	1.9%	2
Pool	5.0%	13	0.0%	0	4.7%	1	10.8%	3	7.1%	1	4.5%	1	0.0%	0	8.6%	3	3.8%	4
Redruth	8.1%	22	0.0%	0	2.3%	1	2.7%	1	0.0%	0	4.5%	1	0.0%	0	11.4%	4	13.5%	15
St Ives	1.1%	3	5.0%	1	7.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	8.6%	23	10.0%	2	4.7%	1	8.1%	2	0.0%	0	13.6%	4	9.1%	1	11.4%	4	7.7%	9
B&Q, Camborne Retail Park	15.1%	41	10.0%	2	20.9%	5	13.5%	4	7.1%	1	18.2%	5	18.2%	2	2.9%	1	19.2%	21
B&Q, Penzance	11.2%	30	25.0%	6	18.6%	5	16.2%	4	7.1%	1	9.1%	2	22.7%	2	14.3%	6	3.8%	4
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	13.3%	36	0.0%	0	4.7%	1	16.2%	4	0.0%	0	18.2%	5	0.0%	0	5.7%	2	21.2%	23
Focus, Truro	2.0%	5	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	4.5%	0	0.0%	0	3.8%	4
Heliport Retail Park, Penzance	1.1%	3	10.0%	2	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	9.9%	27	5.0%	1	9.3%	2	8.1%	2	7.1%	1	9.1%	2	0.0%	0	2.9%	1	15.4%	17
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Camborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Falmouth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Kernick Road, Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Pool	2.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	3.8%	4
Cape Building Supplies, St Just	0.2%	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
Comet, Pool	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Culdrose Industrial Estate	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dulux, Longrock Business Park, Longrock, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	2.1%	6	5.0%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0	8.6%	3	0.0%	0
Focus, Camborne	1.1%	3	5.0%	1	2.3%	1	0.0%	0	0.0%	0	4.5%	1	0.0%	0	0.0%	0	0.0%	0
Focus, Three Mile Stone Retail Park, Truro	0.5%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloweth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Treliske Industrial Estate, Treliske, Truro	0.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	2.9%	1	0.0%	0
Jewson, Carnsew Road, Hayle	0.2%	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
Longrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	3.5%	9	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	17.1%	7	1.9%	2
Porthleven	0.0%	0	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 Just	0.2%	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
Trago Mills, Arwenack Street, Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Trago, Two Waters Foot, Liskeard	0.5%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wickes, Truro	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Weighted base:	270			25		25		26		8		27		10		39		111
Sample:	245			20		43		37		14		22		22		35		52

Column %ges.

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q10A In which town centre, freestanding store, or retail park do you do most of your households shopping for domestic appliances such as washing machines fridges, cookers and kettles? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q10</i>																		
Camborne	14.4%	86	0.0%	0	9.6%	4	22.2%	11	2.8%	1	21.8%	21	4.8%	2	9.4%	7	23.8%	40
Carbis Bay	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayle	0.5%	3	0.0%	0	5.5%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	5.7%	34	0.0%	0	0.0%	0	1.4%	1	13.9%	6	0.0%	0	0.0%	0	39.1%	28	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	12.6%	75	26.0%	24	28.8%	12	6.9%	4	29.2%	12	0.0%	0	45.2%	17	9.4%	7	0.0%	0
Pool	14.8%	88	1.4%	1	12.3%	5	20.8%	11	2.8%	1	35.9%	34	0.0%	0	9.4%	7	17.5%	30
Redruth	2.1%	12	0.0%	0	1.4%	1	0.0%	0	1.4%	1	0.0%	0	1.2%	0	3.1%	2	5.0%	9
St Ives	0.1%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	9.5%	57	4.1%	4	5.5%	2	1.4%	1	5.6%	2	7.7%	7	2.4%	1	7.8%	6	20.0%	34
B&Q, Camborne Retail Park	2.6%	15	2.7%	2	2.7%	1	0.0%	0	0.0%	0	10.3%	10	0.0%	0	0.0%	0	1.3%	2
B&Q, Penzance	1.0%	6	1.4%	1	1.4%	1	0.0%	0	2.8%	1	0.0%	0	2.4%	1	0.0%	0	1.3%	2
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	19.9%	119	56.2%	51	17.8%	7	25.0%	13	33.3%	14	10.3%	10	38.1%	14	7.8%	6	2.5%	4
Focus, Pool	1.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	6
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	1.4%	8	5.5%	5	5.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Homebase, Pool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddicks, Marazion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Comet, Camborne Retail Park, Redruth	2.5%	15	2.7%	2	2.7%	1	2.8%	1	0.0%	0	1.3%	1	0.0%	0	0.0%	0	5.0%	9
Comet, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Pool	4.8%	29	0.0%	0	2.7%	1	5.6%	3	0.0%	0	7.7%	7	1.2%	0	3.1%	2	8.8%	15
Comet, Three Mile Stone Retail Park, Truro	1.9%	11	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	3.1%	2	5.0%	9
Currys, Camborne Retail Park, Camborne	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Eastern Green Industrial Estate, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Garras Wharf, Truro	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Currys, Longrock	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Pool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Earo Electronics, Penryn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
ETS, Camborne Retail Park, Pool	1.6%	10	0.0%	0	1.4%	1	9.7%	5	2.8%	1	2.6%	2	1.2%	0	0.0%	0	0.0%	0
ETS, Market Place, Helston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ETS, Market Place, Penzance	0.2%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0
Falmouth	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	1.3%	2
Jewson, Carnsew Road, Hayle	0.1%	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
MFI, Newquay Road, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Nuronics, Penryn Town Centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.2%	0	1.6%	1	0.0%	0
St Austell	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pool, Redruth	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Weighted base:	599			91		42		51		42		94		38		71		170
Sample:	596			73		73		72		72		78		84		64		80

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q10B In which town centre, freestanding store, or retail park do you do most of your households shopping for domestic appliances such as washing machines fridges, cookers and kettles? (2nd destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q10</i>																		
Camborne	14.7%	23	5.9%	1	46.7%	8	15.8%	2	15.4%	1	0.0%	0	5.9%	0	16.7%	3	11.5%	6
Carbis Bay	0.0%	0	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
Helston	3.6%	6	0.0%	0	0.0%	0	0.0%	0	15.4%	1	0.0%	0	0.0%	0	22.2%	4	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	10.0%	16	17.6%	4	3.3%	1	21.1%	3	30.8%	2	0.0%	0	23.5%	2	0.0%	0	7.7%	4
Pool	10.8%	17	0.0%	0	3.3%	1	21.1%	3	0.0%	0	30.0%	4	0.0%	0	16.7%	3	11.5%	6
Redruth	9.0%	14	5.9%	1	3.3%	1	0.0%	0	0.0%	0	20.0%	2	0.0%	0	5.6%	1	15.4%	9
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
Truro	20.8%	32	17.6%	4	13.3%	2	15.8%	2	23.1%	2	40.0%	5	17.7%	1	16.7%	3	23.1%	13
B&Q, Camborne Retail Park	2.9%	4	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	3.8%	2
B&Q, Penzance	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	13.1%	20	29.4%	6	10.0%	2	5.3%	1	15.4%	1	10.0%	1	35.3%	3	11.1%	2	7.7%	4
Focus, Pool	3.1%	5	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	4
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	1.8%	3	5.9%	1	3.3%	1	0.0%	0	0.0%	0	0.0%	0	11.8%	1	0.0%	0	0.0%	0
Homebase, Pool	0.8%	1	5.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Biddicks, Marazion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Camborne Retail Park, Redruth	1.6%	3	5.9%	1	3.3%	1	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Penzance	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Pool	1.1%	2	0.0%	0	3.3%	1	5.3%	1	0.0%	0	0.0%	0	5.9%	0	0.0%	0	0.0%	0
Comet, Three Mile Stone Retail Park, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Camborne Retail Park, Camborne	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Currys, Eastern Green Industrial Estate, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Garras Wharf, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Longrock	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Earo Electronics, Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ETS, Camborne Retail Park, Pool	0.5%	1	0.0%	0	0.0%	0	5.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ETS, Market Place, 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
ETS, Market Place, Penzance	0.4%	1	0.0%	0	3.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Jewson, Carnsew Road, 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
MFI, Newquay Road, Truro	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Nuronics, Penryn Town Centre	1.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	2
Penryn	0.0%	0	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	0.0%	0	0.0%	0
Tesco Extra, Pool, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	154			21		17		14		8		12		8		20		55
Sample:	150			17		30		19		13		10		17		18		26

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q11A In which town centre, freestanding store, or retail park do you do most of your households shopping for TV, Hi Fi, Radio, Photographic and Computer equipment? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q11</i>																		
Camborne	17.0%	95	3.8%	4	19.7%	7	23.0%	12	4.2%	2	29.4%	24	0.0%	0	8.2%	6	27.5%	40
Carbis Bay	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayle	0.6%	4	0.0%	0	4.5%	2	2.7%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Helston	5.4%	30	0.0%	0	0.0%	0	1.4%	1	12.5%	5	0.0%	0	0.0%	0	36.1%	24	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	15.0%	84	35.9%	35	27.3%	10	6.8%	4	33.3%	14	0.0%	0	51.4%	17	6.6%	4	0.0%	0
Pool	11.1%	62	1.3%	1	12.1%	5	20.3%	11	2.8%	1	26.5%	22	0.0%	0	8.2%	6	11.6%	17
Redruth	1.0%	6	1.3%	1	1.5%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.6%	1	1.4%	2
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
Truro	12.2%	68	1.3%	1	6.1%	2	9.5%	5	8.3%	3	11.8%	10	1.4%	0	11.5%	8	26.1%	38
B&Q, Camborne Retail Park	1.2%	7	0.0%	0	3.0%	1	0.0%	0	0.0%	0	4.4%	4	0.0%	0	0.0%	0	1.4%	2
B&Q, Penzance	0.7%	4	1.3%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
B&Q, 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	0.0%	0
Boots, West 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
Shopping Park, Hayle																		
Carpet Warehouse, Penzance	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	19.1%	107	44.9%	44	16.7%	6	17.6%	9	31.9%	13	14.7%	12	37.5%	12	11.5%	8	1.4%	2
Focus, Pool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	1.6%	9	6.4%	6	1.5%	1	1.4%	1	0.0%	0	0.0%	0	1.4%	0	1.6%	1	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West 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
Shopping Park, Hayle																		
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Camborne Retail Park, Redruth	1.2%	7	2.6%	2	0.0%	0	1.4%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.4%	2
Comet, Penzance	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Comet, Pool	6.2%	35	0.0%	0	3.0%	1	6.8%	4	0.0%	0	8.8%	7	1.4%	0	1.6%	1	14.5%	21
Comet, Three Mile Stone Retail Park, Truro	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Truro	1.2%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.9%	4
Currys, Garras Wharf, Truro	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
ETS, Camborne Retail Park, Pool	1.8%	10	0.0%	0	1.5%	1	8.1%	4	2.8%	1	1.5%	1	1.4%	0	0.0%	0	1.4%	2
ETS, Market Place, Helston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ETS, Market Place, Penzance	0.2%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
ETS, Treveforn Road, Pool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	3	0.0%	0
Gloweth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	2
PC World, Truro	1.4%	8	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	2.9%	4
Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pool, Redruth	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	4
Treliske Retail Park, Treliske	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	558			97		38		53		42		82		32		68		147
Sample:	560			78		66		74		72		68		72		61		69

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q11B In which town centre, freestanding store, or retail park do you do most of your households shopping for TV, Hi Fi, Radio, Photographic and Computer equipment? (2nd destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q11</i>																		
Camborne	10.8%	19	10.0%	2	23.1%	3	18.5%	4	8.3%	1	0.0%	0	14.3%	1	13.6%	3	6.9%	4
Carbis Bay	0.0%	0	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
Helston	4.2%	7	0.0%	0	0.0%	0	0.0%	0	8.3%	1	0.0%	0	0.0%	0	27.3%	7	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	13.9%	24	25.0%	6	19.2%	3	25.9%	5	25.0%	2	0.0%	0	42.9%	3	4.5%	1	6.9%	4
Pool	10.0%	17	5.0%	1	3.8%	1	7.4%	1	8.3%	1	36.4%	5	0.0%	0	0.0%	0	13.8%	9
Redruth	10.0%	17	0.0%	0	7.7%	1	3.7%	1	8.3%	1	18.2%	2	7.1%	0	13.6%	3	13.8%	9
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
Truro	27.5%	47	15.0%	4	19.2%	3	18.5%	4	25.0%	2	36.4%	5	7.1%	0	18.2%	4	41.4%	26
B&Q, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West 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
Shopping Park, Hayle																		
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	12.3%	21	20.0%	5	7.7%	1	11.1%	2	8.3%	1	0.0%	0	7.1%	0	13.6%	3	13.8%	9
Focus, Pool	1.1%	2	5.0%	1	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	0.7%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.9%	2	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0
Homebase, Pool	0.7%	1	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West 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
Shopping Park, Hayle																		
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Camborne Retail Park, Redruth	0.8%	1	0.0%	0	3.8%	1	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Penzance	0.4%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Pool	2.0%	4	10.0%	2	3.8%	1	0.0%	0	0.0%	0	0.0%	0	7.1%	0	0.0%	0	0.0%	0
Comet, Three Mile Stone Retail Park, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Comet, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Garras Wharf, Truro	0.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0
ETS, Camborne Retail Park, Pool	0.8%	1	0.0%	0	0.0%	0	3.7%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ETS, Market Place, 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
ETS, Market Place, Penzance	0.4%	1	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
ETS, Treveforn Road, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gloweth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PC World, Truro	0.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	0	4.5%	1	0.0%	0
Penryn	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Tesco Extra, Pool, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Treliske Retail Park, Treliske	1.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Weighted base:	172			25		15		19		7		13		6		24		62
Sample:	161			20		26		27		12		11		14		22		29

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q12A In which town centre, freestanding store or retail park do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q12</i>																		
Camborne	8.5%	48	0.0%	0	4.8%	2	15.2%	7	0.0%	0	42.1%	29	1.4%	0	1.5%	1	5.2%	9
Carbis Bay	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayle	1.9%	11	0.0%	0	7.9%	3	16.7%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	8.1%	46	0.0%	0	0.0%	0	0.0%	0	18.7%	7	0.0%	0	0.0%	0	51.5%	39	0.0%	0
Newlyn	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	29.3%	165	88.0%	91	31.7%	12	27.3%	13	39.1%	15	1.8%	1	86.3%	28	2.9%	2	2.6%	4
Pool	1.2%	7	0.0%	0	3.2%	1	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.6%	4
Redruth	5.8%	32	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	19.5%	32
St Ives	2.0%	11	0.0%	0	23.8%	9	1.5%	1	0.0%	0	1.8%	1	1.4%	0	0.0%	0	0.0%	0
Truro	36.8%	208	8.4%	9	23.8%	9	31.8%	15	31.3%	12	49.1%	34	4.1%	1	35.3%	27	62.3%	102
B&Q, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall	0.6%	3	0.0%	0	1.6%	1	3.0%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Park, Hayle																		
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West 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
Shopping Park, Hayle																		
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	0.9%	5	1.2%	1	0.0%	0	3.0%	1	0.0%	0	0.0%	0	1.4%	0	0.0%	0	1.3%	2
Asda, Falmouth	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Bodmin	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Exeter	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	1.8%	10	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	4.4%	3	3.9%	6
Goldsithney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marazion	0.4%	2	0.0%	0	0.0%	0	0.0%	0	6.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mellion	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Penryn	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Penwith	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	2	0.0%	0	1.5%	1	0.0%	0
Porthleven	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salma	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
St Just	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	2	0.0%	0	0.0%	0
Tesco, Pool, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	564		103		36		47		37		69		33		76		164	
Sample:	551		83		63		66		64		57		73		68		77	

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q12B In which town centre, freestanding store or retail park do you do most of your households shopping on personal / luxury goods including books, jewellery, china, glass, cosmetics and medical goods? (2nd destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q12</i>																		
Camborne	7.7%	15	0.0%	0	9.1%	2	19.0%	3	0.0%	0	23.1%	4	0.0%	0	0.0%	0	7.5%	6
Carbis Bay	0.0%	0	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	0.6%	1	0.0%	0	6.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	4.5%	8	0.0%	0	0.0%	0	0.0%	0	35.7%	3	0.0%	0	0.0%	0	22.7%	6	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	15.3%	29	18.2%	2	39.4%	7	28.6%	4	42.9%	3	7.7%	1	27.8%	2	22.7%	6	2.5%	2
Pool	2.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0	4.5%	1	2.5%	2
Redruth	7.8%	15	0.0%	0	0.0%	0	4.8%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	15.0%	13
St Ives	1.2%	2	0.0%	0	12.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	37.3%	70	72.7%	10	30.3%	6	28.6%	4	21.4%	2	30.8%	5	66.7%	5	27.3%	7	37.5%	32
B&Q, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall	0.4%	1	0.0%	0	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping Park, Hayle																		
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West 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
Shopping Park, Hayle																		
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Abroad	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Asda, Falmouth	0.0%	0	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
London	1.8%	3	0.0%	0	3.0%	1	4.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Exeter	1.6%	3	0.0%	0	0.0%	0	4.8%	1	0.0%	0	7.7%	1	0.0%	0	4.5%	1	0.0%	0
Falmouth	14.5%	27	0.0%	0	0.0%	0	0.0%	0	0.0%	0	15.4%	2	5.6%	0	13.6%	3	25.0%	21
Goldsithney	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marazion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mellion	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwith	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Plymouth	1.6%	3	9.1%	1	0.0%	0	4.8%	1	0.0%	0	0.0%	0	0.0%	0	4.5%	1	0.0%	0
Porthleven	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Salma	0.0%	0	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 Just	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Pool, Redruth	1.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Weighted base:	189			14		19		15		8		16		8		24		85
Sample:	172			11		33		21		14		13		18		22		40

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8									
Q13A In which town centre, freestanding store or retail park do you do most of your households shopping on recreational goods including bicycles, games, toys, sports and camping equipment? (1st destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q13</i>																		
Camborne	9.6%	33	0.0%	0	13.6%	3	22.2%	4	2.3%	1	32.5%	16	2.0%	0	5.0%	2	6.1%	6
Carbis Bay	0.0%	0	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	1.0%	3	0.0%	0	4.5%	1	11.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	6.2%	21	0.0%	0	0.0%	0	0.0%	0	18.2%	5	0.0%	0	0.0%	0	37.5%	17	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	27.0%	93	68.9%	39	43.2%	11	29.6%	6	43.2%	11	2.5%	1	80.4%	18	7.5%	3	4.1%	4
Pool	6.4%	22	0.0%	0	0.0%	0	7.4%	1	2.3%	1	17.5%	8	0.0%	0	2.5%	1	10.2%	11
Redruth	2.6%	9	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.2%	9
St Ives	0.8%	3	0.0%	0	4.5%	1	0.0%	0	0.0%	0	2.5%	1	2.0%	0	0.0%	0	0.0%	0
Truro	37.8%	131	17.8%	10	27.3%	7	22.2%	4	22.7%	6	42.5%	21	7.8%	2	40.0%	18	61.2%	64
B&Q, Camborne Retail Park	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Penzance	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West 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
Shopping Park, Hayle																		
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.5%	2	2.2%	1	0.0%	0	0.0%	0	2.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Heliport Retail Park, Penzance	1.4%	5	2.2%	1	0.0%	0	0.0%	0	6.8%	2	0.0%	0	3.9%	1	2.5%	1	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West 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
Shopping Park, Hayle																		
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	2.0%	2
Halfords, Camborne Retail Park, Pool, Redruth	2.5%	9	0.0%	0	4.5%	1	7.4%	1	2.3%	1	2.5%	1	0.0%	0	0.0%	0	4.1%	4
Halfords, Penzance	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0	0.0%	0
JJB Sports, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	1	0.0%	0
Plymouth	0.7%	2	4.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping channels	0.4%	1	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pool, Redruth	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Weighted base:	346		56		25		19		26		48		23		44		104	
Sample:	340		45		44		27		44		40		51		40		49	

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q13B In which town centre, freestanding store or retail park do you do most of your households shopping on recreational goods including bicycles, games, toys, sports and camping equipment? (2nd destination)																		
<i>Excluding Catalogue / mail order, Internet, (Don't buy these items), (Don't know) and (Nowhere else) at Q13</i>																		
Camborne	22.4%	24	0.0%	0	25.0%	3	50.0%	4	10.0%	1	16.7%	1	18.2%	1	7.7%	1	33.3%	13
Carbis Bay	0.0%	0	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	0.5%	1	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	3.3%	4	0.0%	0	0.0%	0	8.3%	1	10.0%	1	0.0%	0	0.0%	0	15.4%	2	0.0%	0
Newlyn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	20.7%	22	33.3%	5	25.0%	3	8.3%	1	30.0%	2	16.7%	1	36.4%	2	15.4%	2	16.7%	6
Pool	5.6%	6	0.0%	0	5.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	11.1%	4
Redruth	3.6%	4	0.0%	0	0.0%	0	0.0%	0	10.0%	1	0.0%	0	0.0%	0	7.7%	1	5.6%	2
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
Truro	35.6%	38	58.3%	9	40.0%	5	25.0%	2	40.0%	2	50.0%	4	45.5%	2	23.1%	3	27.8%	11
B&Q, Camborne Retail Park	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	1	0.0%	0
B&Q, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, 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	0.0%	0
Boots, West Cornwall Shopping Park, 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
Carpet Warehouse, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Currys, Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Focus, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heliport Retail Park, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Pool	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, 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	0.0%	0
Next, West Cornwall Shopping Park, 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
Other retail warehouse	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Catalogue / mail order	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Internet	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	5.9%	6	0.0%	0	0.0%	0	8.3%	1	0.0%	0	16.7%	1	0.0%	0	15.4%	2	5.6%	2
Halfords, Camborne Retail Park, Pool, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halfords, Penzance	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
JJB Sports, Truro	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Plymouth	1.2%	1	8.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shopping channels	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Pool, Redruth	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	106		15		12		9		6		7		5		14		38	
Sample:	102		12		20		12		10		6		11		13		18	
Q14 How does your household normally travel when undertaking shopping for non-food goods ?																		
Car / van (as driver)	63.3%	508	40.6%	51	61.0%	35	58.0%	41	79.0%	46	68.0%	82	76.2%	35	66.0%	73	68.0%	145
Car / van (as passenger)	13.5%	108	14.9%	19	11.0%	6	19.0%	14	5.0%	3	12.0%	14	13.9%	6	13.0%	14	15.0%	32
Bus	8.7%	70	11.9%	15	8.0%	5	7.0%	5	5.0%	3	10.0%	12	7.9%	4	7.0%	8	9.0%	19
Motorcycle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
Walk	6.2%	49	22.8%	29	10.0%	6	2.0%	1	1.0%	1	5.0%	6	1.0%	0	4.0%	4	1.0%	2
Taxi	0.5%	4	2.0%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Train	0.7%	6	2.0%	2	2.0%	1	1.0%	1	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Bicycle	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter	0.3%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0
(Don't travel, goods delivered)	1.6%	13	1.0%	1	0.0%	0	4.0%	3	4.0%	2	1.0%	1	0.0%	0	5.0%	6	0.0%	0
(Don't know / varies)	4.8%	39	3.0%	4	8.0%	5	9.0%	6	5.0%	3	2.0%	2	1.0%	0	3.0%	3	7.0%	15
Weighted base:	802		126		58		71		58		121		45		111		213	
Sample:	802		101		100		100		100		100		101		100		100	
Q15 Of the following centres which do you consider your main centre?																		
Penzance	39.8%	319	97.0%	122	40.0%	23	28.0%	20	62.0%	36	12.0%	14	93.1%	42	29.0%	32	14.0%	30
Newlyn	0.5%	4	3.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
St Ives	1.7%	14	0.0%	0	23.0%	13	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hayle	6.7%	54	0.0%	0	21.0%	12	42.0%	30	1.0%	1	2.0%	2	1.0%	0	2.0%	2	3.0%	6
(None of these)	51.2%	410	0.0%	0	16.0%	9	29.0%	21	37.0%	21	86.0%	104	5.0%	2	69.0%	77	83.0%	176
Weighted base:	802		126		58		71		58		121		45		111		213	
Sample:	802		101		100		100		100		100		101		100		100	

Column %ges.

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8		
Q16 What do you most like about (CENTRE MENTIONED AT Q15) ?																		
<i>Those who either consider Penzance, Newlyn, St Ives or Hayle their main centre at Q15</i>																		
Cheap parking	1.3%	5	1.0%	1	3.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Cleanliness of streets	0.5%	2	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Close to friends / relatives	1.5%	6	0.0%	0	4.8%	2	0.0%	0	6.3%	2	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Coastal Location	6.7%	26	5.0%	6	14.3%	7	5.6%	3	4.8%	2	0.0%	0	2.1%	1	9.7%	3	11.8%	4
Competitive prices	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easy parking	3.3%	13	0.0%	0	1.2%	1	7.0%	4	7.9%	3	0.0%	0	3.1%	1	6.5%	2	5.9%	2
Evening entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Feels safe	1.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	5.9%	2
Financial services (banks / building societies, etc)	0.3%	1	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good public transport links	0.5%	2	0.0%	0	1.2%	1	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leisure facilities (e.g. pubs / restaurants / cinema / etc.)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Near / convenient / close to home	41.9%	164	62.4%	78	33.3%	16	47.9%	24	31.7%	12	7.1%	1	44.8%	19	32.3%	11	5.9%	2
Particular foodstore	0.7%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
Pedestrian friendly environment	2.3%	9	2.0%	2	2.4%	1	4.2%	2	0.0%	0	0.0%	0	5.2%	2	3.2%	1	0.0%	0
Selection / choice multiple shops	18.1%	71	10.9%	14	19.0%	9	9.9%	5	12.7%	5	42.9%	7	10.4%	4	16.1%	6	58.8%	21
Selection / choice of independent shops	14.5%	57	7.9%	10	16.7%	8	12.7%	6	15.9%	6	35.7%	6	10.4%	4	16.1%	6	29.4%	11
Friendly people / environment	2.4%	9	3.0%	4	2.4%	1	5.6%	3	3.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Everything I need is there	1.8%	7	3.0%	4	0.0%	0	0.0%	0	3.2%	1	0.0%	0	5.2%	2	0.0%	0	0.0%	0
Good layout / easy to get around	1.7%	7	2.0%	2	0.0%	0	0.0%	0	0.0%	0	7.1%	1	2.1%	1	0.0%	0	5.9%	2
Small / compact / shops close together	1.3%	5	2.0%	2	2.4%	1	0.0%	0	3.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
It is a quiet town / not very busy	1.3%	5	0.0%	0	2.4%	1	0.0%	0	0.0%	0	14.3%	2	1.0%	0	3.2%	1	0.0%	0
Easy access	0.7%	3	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Familiarity / know where everything is	0.9%	3	1.0%	1	0.0%	0	0.0%	0	1.6%	1	7.1%	1	1.0%	0	0.0%	0	0.0%	0
The harbour / beach area	0.9%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	7.1%	1	1.0%	0	3.2%	1	0.0%	0
My home town / I like living there	0.7%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Has become more modern	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%	0
An old fashioned town	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Good disabled access	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2
There are seating areas	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Good disabled parking facilities	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a good market	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has good local history	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Good traffic restrictions	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
I just like to support the local shops	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not many gift shops	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a swimming pool	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
A good size town centre	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Has a large shopping centre	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Has a spacious environment	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Don't get pressured into buying anything when I go into the shops	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	12.6%	49	8.9%	11	17.9%	9	16.9%	9	17.5%	6	0.0%	0	15.6%	7	16.1%	6	5.9%	2
(Don't know / can't remember)	3.6%	14	3.0%	4	3.6%	2	1.4%	1	3.2%	1	0.0%	0	1.0%	0	0.0%	0	17.6%	6
Weighted base:	392		126		48		50		37		17		43		34		36	
Sample:	477		101		84		71		63		14		96		31		17	

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q17 What do you most dislike about (CENTRE MENTIONED AT Q15) ?																		
<i>Those who either consider Penzance, Newlyn, St Ives or Hayle their main centre at Q15</i>																		
Difficult parking	7.0%	27	5.9%	7	13.1%	6	11.3%	6	7.9%	3	0.0%	0	6.3%	3	6.5%	2	0.0%	0
Expensive parking	4.0%	16	2.0%	2	7.1%	3	4.2%	2	3.2%	1	0.0%	0	12.5%	5	3.2%	1	0.0%	0
Lack of particular store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of safety / personal security / hooligans	2.8%	11	5.9%	7	0.0%	0	1.4%	1	0.0%	0	0.0%	0	4.2%	2	3.2%	1	0.0%	0
Lack of services (banks / building societies etc)	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor pedestrian environment / pavements / roads in need of repair	2.3%	9	2.0%	2	6.0%	3	4.2%	2	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Poor selection / choice of multiple shops	6.5%	25	7.9%	10	3.6%	2	7.0%	4	12.7%	5	0.0%	0	5.2%	2	3.2%	1	5.9%	2
Poor / limited evening entertainment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Poor / limited leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Selection / choice of independent shops	4.8%	19	3.0%	4	9.5%	5	4.2%	2	9.5%	3	0.0%	0	8.3%	4	3.2%	1	0.0%	0
Too expensive	0.4%	2	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Too far from home	1.1%	4	1.0%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	5.9%	2
Unattractive environment / dirty streets / litter	7.6%	30	11.9%	15	4.8%	2	4.2%	2	14.3%	5	7.1%	1	6.3%	3	3.2%	1	0.0%	0
Too many hills	2.7%	11	3.0%	4	1.2%	1	2.8%	1	1.6%	1	14.3%	2	2.1%	1	3.2%	1	0.0%	0
Too crowded / too many tourists	2.8%	11	3.0%	4	6.0%	3	2.8%	1	3.2%	1	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Too many mobile phone shops	1.6%	6	4.0%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0	0.0%	0
Too many charity shops	0.9%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Traffic congestion / too many cars / the one way system / road works etc	6.0%	23	10.9%	14	6.0%	3	4.2%	2	4.8%	2	0.0%	0	4.2%	2	3.2%	1	0.0%	0
Need a Marks & Spencer store	1.4%	6	4.0%	5	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of non-food shops	0.9%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Lack of shops in general	1.2%	5	3.0%	4	0.0%	0	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Poor access / facilities for the disabled	0.6%	2	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	0	3.2%	1	0.0%	0
Poor public transport	0.5%	2	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of public toilets	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Too small / compact	0.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need an Asda	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need a Littlewoods store	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need a Miss Selfridge store	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Need a Next store	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need a Sainsbury's	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need to improve the coastal / harbour areas	0.5%	2	1.0%	1	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lack of food shops	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many estate agents	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0
Too many building societies	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Too many food shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Lack of baby changing facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%	0
Poor layout	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The shops shut too early	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many houses are on the harbour	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	1	0.0%	0	0.0%	0	0.0%	0
I dislike the music in the shops	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Too many shops are aimed at tourists instead of the locals	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
There are too many national companies / outlets	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Not enough competition	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Council is not supporting the independent shops	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The changes should never have been done	0.6%	2	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Need extra seating areas	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing)	47.7%	187	33.7%	42	42.9%	21	54.9%	28	49.2%	18	71.4%	12	39.6%	17	61.3%	21	76.5%	28

Column %ges.

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
(Don't know / can't remember)	2.3%	9	1.0%	1	3.6%	2	1.4%	1	0.0%	0	0.0%	0	2.1%	1	6.5%	2	5.9%	2
Weighted base:	392		126		48		50		37		17		43		34		36	
Sample:	477		101		84		71		63		14		96		31		17	

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q18 What improvements to the quality and range of facilities in (CENTRE MENTIONED AT Q15) would persuade your household to visit it more often? Please name up to THREE improvements.																		
<i>Those who either consider Penzance, Newlyn, St Ives or Hayle their main centre at Q15</i>																		
Attract larger retailers	4.4%	17	7.9%	10	1.2%	1	0.0%	0	11.1%	4	0.0%	0	1.0%	0	6.5%	2	0.0%	0
Develop new shopping facilities	1.6%	6	3.0%	4	0.0%	0	2.8%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Encourage reduced shop prices	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve choice of multiple shops	8.5%	33	9.9%	12	15.5%	7	5.6%	3	6.3%	2	7.1%	1	11.5%	5	6.5%	2	0.0%	0
Improve market stalls	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	5.9%	2
Improve range of independent / specialist shops	7.8%	31	8.9%	11	9.5%	5	5.6%	3	7.9%	3	0.0%	0	11.5%	5	0.0%	0	11.8%	4
Introduce a larger supermarket	1.3%	5	2.0%	2	1.2%	1	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New Department Store	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other new shop	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Refurbish / improve existing shopping facilities	1.1%	4	0.0%	0	1.2%	1	0.0%	0	3.2%	1	0.0%	0	1.0%	0	0.0%	0	5.9%	2
Enhanced range of health and fitness centres / gyms	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved music / theatre provision	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved play areas for children	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved range of places to eat	1.5%	6	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	11.8%	4
Improved range of pubs and night clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Less pubs and clubs	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved bingo facility	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved cinema	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved museum or art gallery	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved other leisure facilities	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
New / improved ten pin bowling centre	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Enhance shopmobility service	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve access for pushchairs / wheelchairs, etc	0.8%	3	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	2.1%	1	3.2%	1	0.0%	0
Improve directional signs to town centre	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve layout of car parks	1.6%	6	2.0%	2	2.4%	1	1.4%	1	4.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve location of bus stops / bus station	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve public transport links	1.0%	4	1.0%	1	1.2%	1	2.8%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improve safety of pedestrians	0.9%	3	0.0%	0	2.4%	1	1.4%	1	3.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Improve signage / routeways within centre	0.4%	2	0.0%	0	1.2%	1	0.0%	0	1.6%	1	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Improved public transport facilities during the evenings	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase frequency of public transport in the evenings	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increase number of taxis	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - long stay	2.3%	9	3.0%	4	4.8%	2	1.4%	1	3.2%	1	0.0%	0	0.0%	0	3.2%	1	0.0%	0
More parking spaces - short stay	1.2%	5	1.0%	1	4.8%	2	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking spaces - type unspecified	4.2%	16	3.0%	4	8.3%	4	8.5%	4	1.6%	1	0.0%	0	6.3%	3	3.2%	1	0.0%	0
More pedestrianisation	1.1%	4	1.0%	1	1.2%	1	1.4%	1	0.0%	0	0.0%	0	4.2%	2	0.0%	0	0.0%	0
Reduce cost of parking	6.7%	26	7.9%	10	2.4%	1	11.3%	6	7.9%	3	0.0%	0	12.5%	5	3.2%	1	0.0%	0
Reduce road congestion	1.8%	7	5.0%	6	1.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%	0
Attract less people / relieve over-crowding	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Attract more people / make more lively	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Clean shopping streets	2.9%	11	6.9%	9	1.2%	1	0.0%	0	0.0%	0	0.0%	0	2.1%	1	3.2%	1	0.0%
Create more open spaces	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Create more shelters from the weather	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Enhance seafront location	1.6%	6	2.0%	2	1.2%	1	1.4%	1	1.6%	1	7.1%	1	2.1%	1	0.0%	0	0.0%
Enhance harbour	3.9%	15	4.0%	5	2.4%	1	15.5%	8	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%
Improve number and attractiveness of meeting places	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve play areas for children	1.0%	4	0.0%	0	2.4%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	6.5%	2	0.0%
Improve policing / other security measures / enhance security / CCTV	1.2%	5	2.0%	2	0.0%	0	1.4%	1	3.2%	1	0.0%	0	1.0%	0	0.0%	0	0.0%
Improve street furniture / floral displays	0.7%	3	2.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Need a Marks & Spencer store	1.5%	6	2.0%	2	1.2%	1	2.8%	1	0.0%	0	0.0%	0	1.0%	0	3.2%	1	0.0%
New / improved public toilets	1.7%	6	2.0%	2	2.4%	1	1.4%	1	1.6%	1	0.0%	0	1.0%	0	3.2%	1	0.0%
New / improved swimming baths	0.6%	2	0.0%	0	2.4%	1	1.4%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
New clothes shops	1.2%	5	3.0%	4	1.2%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Improve the one way system	0.9%	3	1.0%	1	0.0%	0	1.4%	1	1.6%	1	0.0%	0	2.1%	1	0.0%	0	0.0%
Improve disabled parking	0.6%	3	1.0%	1	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Less mobile phone shops	0.5%	2	1.0%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
New music shops	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
More services for the elderly	0.4%	2	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Need a British Home Stores (BHS)	0.3%	1	0.0%	0	0.0%	0	1.4%	1	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Need a John Lewis store	0.3%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Need to re-develop	0.5%	2	0.0%	0	0.0%	0	1.4%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Need a Tesco	0.2%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need a Primark store	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Need a Littlewoods store	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Fill in the empty shops	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%
Drop house prices	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
A new cinema	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Need extra seating areas	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Not enough competition	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Lack of baby changing facilities	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	1	0.0%
More locally owned shops	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Too many building societies	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
More carnivals and events	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Less charity shops	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Better job prospects	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	0	0.0%	0	0.0%
Tidy up the wastelands around St Ives	0.1%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Reduce the price of leisure centres for people on benefits	0.3%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing in particular)	45.0%	176	42.6%	53	39.3%	19	35.2%	18	39.7%	15	85.7%	14	36.5%	16	51.6%	18	64.7%
(Don't know / can't remember)	3.3%	13	1.0%	1	2.4%	1	0.0%	0	3.2%	1	0.0%	0	4.2%	2	9.7%	3	11.8%
Weighted base:		392		126		48		50		37		17		43		34	
Sample:		477		101		84		71		63		14		96		31	

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q19 Do you or your household do any of the following leisure activities?																		
Cinema	39.5%	317	41.6%	52	39.0%	22	30.0%	21	33.0%	19	27.0%	33	35.6%	16	48.0%	53	47.0%	100
Theatre	30.5%	244	24.8%	31	27.0%	16	29.0%	21	28.0%	16	22.0%	27	29.7%	13	34.0%	38	39.0%	83
Pub / bar	47.1%	378	47.5%	60	45.0%	26	46.0%	33	39.0%	23	36.0%	43	55.4%	25	50.0%	56	53.0%	113
Restaurant	69.9%	560	73.3%	92	62.0%	36	72.0%	51	53.0%	31	60.0%	72	69.3%	31	69.0%	77	80.0%	170
Nightclub	12.2%	98	13.9%	17	17.0%	10	8.0%	6	6.0%	3	12.0%	14	11.9%	5	7.0%	8	16.0%	34
Leisure centre / health and fitness club	31.3%	251	30.7%	39	36.0%	21	24.0%	17	20.0%	12	18.0%	22	31.7%	14	32.0%	36	43.0%	91
Tenpin bowling	14.2%	114	5.9%	7	13.0%	7	3.0%	2	11.0%	6	8.0%	10	5.0%	2	25.0%	28	24.0%	51
(Don't do any leisure activities)	17.1%	137	11.9%	15	17.0%	10	19.0%	14	26.0%	15	32.0%	39	16.8%	8	13.0%	14	11.0%	23
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

Q20 Where do you normally go to the cinema?*Those who visit the cinema at Q19*

Bude	0.0%	0	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
Padstow	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	29.9%	95	95.2%	50	33.3%	7	43.3%	9	54.5%	10	3.7%	1	97.2%	16	2.1%	1	0.0%	0
Redruth	29.0%	92	0.0%	0	2.6%	1	13.3%	3	3.0%	1	48.1%	16	0.0%	0	4.2%	2	70.2%	70
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	0.0%	0
St Ives	5.1%	16	0.0%	0	48.7%	11	13.3%	3	3.0%	1	3.7%	1	2.8%	0	0.0%	0	0.0%	0
Truro	19.7%	63	4.8%	2	5.1%	1	10.0%	2	21.2%	4	29.6%	10	0.0%	0	25.0%	13	29.8%	30
Wadebridge	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
Helston	10.9%	35	0.0%	0	0.0%	0	3.3%	1	3.0%	1	0.0%	0	0.0%	0	62.5%	33	0.0%	0
Plymouth	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	4.6%	15	0.0%	0	10.3%	2	16.7%	4	15.2%	3	7.4%	2	0.0%	0	6.2%	3	0.0%	0
Weighted base:		317		52		22		21		19		33		16		53		100
Sample:		302		42		39		30		33		27		36		48		47

Q21 Where do you normally go to the theatre?*Those who visit the theatre at Q19*

Hayle	0.2%	1	0.0%	0	3.7%	1	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
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
Penzance	3.8%	9	20.0%	6	3.7%	1	0.0%	0	7.1%	1	0.0%	0	10.0%	1	0.0%	0	0.0%	0
Plymouth	12.6%	31	28.0%	9	7.4%	1	10.3%	2	10.7%	2	9.1%	2	13.3%	2	11.8%	4	10.3%	9
Porthcurno (Minack Theatre)	3.3%	8	4.0%	1	0.0%	0	17.2%	4	0.0%	0	4.5%	1	6.7%	1	2.9%	1	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	0.0%	0	0.0%	0
St Ives	0.9%	2	0.0%	0	11.1%	2	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	65.8%	161	32.0%	10	44.4%	7	55.2%	11	57.1%	9	81.8%	22	50.0%	7	70.6%	27	82.1%	68
Bournemouth	0.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cornwall	0.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Falmouth	1.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	2.6%	2
London	7.0%	17	12.0%	4	18.5%	3	3.4%	1	7.1%	1	4.5%	1	6.7%	1	5.9%	2	5.1%	4
Redruth	0.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
St Erth	0.3%	1	0.0%	0	0.0%	0	3.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.6%	9	4.0%	1	11.1%	2	3.4%	1	14.3%	2	0.0%	0	13.3%	2	2.9%	1	0.0%	0
Weighted base:		244		31		16		21		16		27		13		38		83
Sample:		234		25		27		29		28		22		30		34		39

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q22 Where do you normally go to Pubs / bars?																		
<i>Those who visit pubs / bars at Q19</i>																		
Camborne	8.7%	33	0.0%	0	4.4%	1	2.2%	1	2.6%	1	52.8%	23	0.0%	0	2.0%	1	5.7%	6
Falmouth	2.5%	9	0.0%	0	0.0%	0	0.0%	0	2.6%	1	2.8%	1	0.0%	0	6.0%	3	3.8%	4
Fowey	0.0%	0	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	5.7%	21	2.1%	1	24.4%	6	28.3%	9	0.0%	0	5.6%	2	0.0%	0	0.0%	0	1.9%	2
Liskeard	0.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	1.9%	2
Newquay	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Par	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	18.3%	69	85.4%	51	6.7%	2	8.7%	3	12.8%	3	2.8%	1	37.5%	9	0.0%	0	0.0%	0
Redruth	8.6%	33	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	28.3%	32
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	0.0%	0
St Ives	4.4%	17	0.0%	0	46.7%	12	6.5%	2	10.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	8.4%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.7%	7	0.0%	0	2.0%	1	20.8%	23
Alverton	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ashton Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Caddwith	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	2	0.0%	0
Connor Downs	0.8%	3	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Four Lanes Village	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Go Dolphin Arms Village	0.2%	1	0.0%	0	0.0%	0	0.0%	0	2.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Goldsithney	0.5%	2	0.0%	0	0.0%	0	0.0%	0	7.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Gwinear Village	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Halsetown	0.4%	2	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Helston	8.2%	31	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	52.0%	29	1.9%	2
Illogan	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.8%	4
Lanner	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Leedstown	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester	0.2%	1	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marazion	0.6%	2	0.0%	0	0.0%	0	0.0%	0	5.1%	1	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Mellion	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Newlyn	0.8%	3	4.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	0	0.0%	0	0.0%	0
Parkbottom	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Pendeen	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0
Perranwell Village	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Ponsanooth Village	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	2
Pool	0.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	2	0.0%	0	0.0%	0	0.0%	0
Porthleven	1.8%	7	0.0%	0	0.0%	0	0.0%	0	25.6%	6	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Portreath	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0
Sennen	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0
St Buryan	0.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.7%	3	0.0%	0	0.0%	0
St Erth	0.8%	3	0.0%	0	0.0%	0	8.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Just	1.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.1%	4	0.0%	0	0.0%	0
St Kevern	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Lizard	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
The Penn Darvis Inn, Carnell Green	0.2%	1	0.0%	0	0.0%	0	2.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Penwith	0.1%	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
(Don't know / varies)	17.4%	66	8.3%	5	13.3%	3	32.6%	11	25.6%	6	11.1%	5	14.3%	4	20.0%	11	18.9%	21
Weighted base:		378		60		26		33		23		43		25		56		113
Sample:		373		48		45		46		39		36		56		50		53

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q23 Where do you normally go to restaurants?																		
Those who visit restaurants at Q19																		
Camborne	5.1%	29	1.4%	1	1.6%	1	2.8%	1	0.0%	0	21.7%	16	0.0%	0	1.4%	1	5.0%	9
Falmouth	3.7%	21	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.6%	9	6.3%	11
Fowey	0.0%	0	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	4.5%	25	0.0%	0	14.5%	5	29.2%	15	1.9%	1	1.7%	1	2.9%	1	0.0%	0	1.3%	2
Liskeard	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Newquay	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
Par	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	21.2%	119	82.4%	76	6.5%	2	11.1%	6	28.3%	9	1.7%	1	61.4%	19	7.2%	6	0.0%	0
Redruth	3.0%	17	0.0%	0	0.0%	0	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	8.8%	15
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	0.0%	0
St Ives	5.0%	28	2.7%	2	45.2%	16	4.2%	2	7.5%	2	1.7%	1	4.3%	1	0.0%	0	1.3%	2
Truro	11.2%	63	1.4%	1	3.2%	1	1.4%	1	0.0%	0	16.7%	12	1.4%	0	5.8%	4	25.0%	43
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Botacklack	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Conner Down	0.6%	3	0.0%	0	0.0%	0	1.4%	1	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Cornwall	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
East London	0.1%	1	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Helston	4.7%	26	0.0%	0	0.0%	0	0.0%	0	1.9%	1	1.7%	1	0.0%	0	29.0%	22	1.3%	2
Marazion	0.4%	2	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0	1.4%	0	1.4%	1	0.0%	0
Mount Ambrose	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0
Newlyn	0.8%	5	2.7%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Paul	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pendeen	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
Plymouth	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Porthleven	0.8%	5	0.0%	0	0.0%	0	0.0%	0	7.5%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0
Porthowan	0.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4
Praze	0.1%	1	0.0%	0	0.0%	0	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sennen	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
St Agnes	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
St Buryan	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
St Just	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0
St Kevren	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	1	0.0%	0
Stithians Town Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	2
West Penwith	0.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.4%	0	0.0%	0	0.0%	0
(Don't know / varies)	35.0%	196	5.4%	5	27.4%	10	47.2%	24	50.9%	16	46.7%	34	17.1%	5	33.3%	26	45.0%	77
Weighted base:	560			92		36		51		31		72		31		77		170
Sample:	540			74		62		72		53		60		70		69		80

Q24 Where do you normally go to nightclubs?*Those who visit nightclubs at Q19*

Camborne	16.3%	16	0.0%	0	23.5%	2	12.5%	1	0.0%	0	75.0%	11	0.0%	0	0.0%	0	6.2%	2
Falmouth	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.3%	1	6.2%	2
Fowey	0.0%	0	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
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
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
Par	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	27.0%	26	100.0%	17	23.5%	2	37.5%	2	16.7%	1	0.0%	0	75.0%	4	0.0%	0	0.0%	0
Redruth	17.9%	18	0.0%	0	0.0%	0	0.0%	0	16.7%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	17
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	0.0%	0
St Ives	4.4%	4	0.0%	0	29.4%	3	25.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Truro	14.1%	14	0.0%	0	5.9%	1	12.5%	1	16.7%	1	8.3%	1	0.0%	0	28.6%	2	25.0%	9
Helston	6.8%	7	0.0%	0	0.0%	0	0.0%	0	33.3%	1	0.0%	0	0.0%	0	42.9%	3	6.2%	2
(Don't know / varies)	10.2%	10	0.0%	0	17.7%	2	12.5%	1	16.7%	1	16.7%	2	25.0%	1	14.3%	1	6.2%	2
Weighted base:	98			17		10		6		3		14		5		8		34
Sample:	92			14		17		8		6		12		12		7		16

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Q25 Where do you normally go to for a leisure centre / health and fitness club?																		
<i>Those who visit a leisure centre / health and fitness club at Q19</i>																		
Camborne	10.3%	26	0.0%	0	2.8%	1	16.7%	3	10.0%	1	38.9%	8	0.0%	0	0.0%	0	14.0%	13
Falmouth	2.9%	7	0.0%	0	0.0%	0	4.2%	1	0.0%	0	0.0%	0	0.0%	0	6.2%	2	4.7%	4
Fowey	0.0%	0	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
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
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
Par	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penryn	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Penzance	20.6%	52	90.3%	35	5.6%	1	4.2%	1	40.0%	5	0.0%	0	71.9%	10	0.0%	0	0.0%	0
Redruth	8.1%	20	0.0%	0	2.8%	1	4.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	20.9%	19
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	0.0%	0
St Ives	10.6%	27	0.0%	0	83.3%	17	41.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Truro	5.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.3%	15
Carnebre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Carnebre Leisure Centre, Pool	0.2%	1	0.0%	0	2.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Clowance	0.7%	2	0.0%	0	0.0%	0	0.0%	0	5.0%	1	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Helston	13.3%	33	0.0%	0	0.0%	0	12.5%	2	35.0%	4	0.0%	0	3.1%	0	75.0%	27	0.0%	0
Marazion	0.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Newlyn	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penwith	0.5%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Pool	18.8%	47	0.0%	0	0.0%	0	8.3%	1	0.0%	0	44.4%	10	0.0%	0	0.0%	0	39.5%	36
Praze	1.2%	3	0.0%	0	0.0%	0	4.2%	1	0.0%	0	5.6%	1	0.0%	0	3.1%	1	0.0%	0
St Just	1.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	18.7%	3	0.0%	0	0.0%	0
Swindon	0.2%	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
(Don't know / varies)	3.5%	9	3.2%	1	2.8%	1	4.2%	1	10.0%	1	11.1%	2	3.1%	0	6.2%	2	0.0%	0
Weighted base:	251		39		21		17		12		22		14		36		91	
Sample:	236		31		36		24		20		18		32		32		43	

Q26 Where do you normally go tenpin bowling?*Those who go tenpin bowling at Q19*

Bude	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Camborne	5.3%	6	16.7%	1	15.4%	1	33.3%	1	9.1%	1	25.0%	2	0.0%	0	0.0%	0	0.0%	0
Falmouth	17.3%	20	0.0%	0	7.7%	1	0.0%	0	9.1%	1	0.0%	0	0.0%	0	44.0%	12	12.5%	6
Hayle	9.9%	11	33.3%	2	0.0%	0	0.0%	0	27.3%	2	12.5%	1	20.0%	0	12.0%	3	4.2%	2
Launceston	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Newquay	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Penzance	3.7%	4	16.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	40.0%	1	0.0%	0	4.2%	2
Redruth	3.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.3%	4
St Austell	0.5%	1	0.0%	0	7.7%	1	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
Truro	48.9%	56	16.7%	1	23.1%	2	33.3%	1	27.3%	2	62.5%	6	20.0%	0	28.0%	8	70.8%	36
Helston	0.5%	1	0.0%	0	7.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Leedstown	4.2%	5	16.7%	1	15.4%	1	33.3%	1	9.1%	1	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Torquay	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	1	0.0%	0
Townshend	0.5%	1	0.0%	0	0.0%	0	0.0%	0	9.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / varies)	3.9%	4	0.0%	0	23.1%	2	0.0%	0	0.0%	0	0.0%	0	20.0%	0	8.0%	2	0.0%	0
Weighted base:	114		7		7		2		6		10		2		28		51	
Sample:	95		6		13		3		11		8		5		25		24	

Q27 Does the availability of cheap and convenient car parking affect your decision about where to...*Shop for food and groceries*

Yes	48.2%	386	32.7%	41	51.0%	29	49.0%	35	52.0%	30	41.0%	49	53.5%	24	58.0%	65	53.0%	113
No	47.8%	383	66.3%	83	44.0%	25	44.0%	31	44.0%	26	56.0%	68	43.6%	20	39.0%	43	41.0%	87
Sometimes	2.1%	17	0.0%	0	1.0%	1	2.0%	1	3.0%	2	2.0%	2	2.0%	1	1.0%	1	4.0%	9
(Don't know / varies)	1.6%	12	1.0%	1	2.0%	1	5.0%	4	0.0%	0	0.0%	0	0.0%	0	2.0%	2	2.0%	4
(Do not do this activity)	0.4%	3	0.0%	0	2.0%	1	0.0%	0	1.0%	1	1.0%	1	1.0%	0	0.0%	0	0.0%	0
Weighted base:	802		126		58		71		58		121		45		111		213	
Sample:	802		101		100		100		100		100		101		100		100	

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
Shop for clothes and shoes																		
Yes	41.2%	330	29.7%	37	39.0%	22	47.0%	33	40.0%	23	36.0%	43	50.5%	23	37.0%	41	50.0%	106
No	53.5%	429	68.3%	86	55.0%	32	44.0%	31	55.0%	32	60.0%	72	46.5%	21	57.0%	63	43.0%	91
Sometimes	2.0%	16	0.0%	0	2.0%	1	2.0%	1	3.0%	2	2.0%	2	1.0%	0	2.0%	2	3.0%	6
(Don't know / varies)	1.8%	14	2.0%	2	1.0%	1	6.0%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	3.0%	6
(Do not do this activity)	1.6%	13	0.0%	0	3.0%	2	1.0%	1	1.0%	1	2.0%	2	2.0%	1	4.0%	4	1.0%	2
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100
Shop for furniture, carpets and soft household furnishings																		
Yes	38.2%	306	28.7%	36	44.0%	25	42.0%	30	31.0%	18	34.0%	41	42.6%	19	31.0%	34	48.0%	102
No	55.4%	444	67.3%	85	52.0%	30	49.0%	35	62.0%	36	60.0%	72	50.5%	23	59.0%	66	46.0%	98
Sometimes	1.3%	10	0.0%	0	0.0%	0	1.0%	1	3.0%	2	1.0%	1	1.0%	0	0.0%	0	3.0%	6
(Don't know / varies)	2.2%	17	2.0%	2	0.0%	0	6.0%	4	1.0%	1	1.0%	1	0.0%	0	4.0%	4	2.0%	4
(Do not do this activity)	3.0%	24	2.0%	2	4.0%	2	2.0%	1	3.0%	2	4.0%	5	5.9%	3	6.0%	7	1.0%	2
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100
Shop for DIY & decorating goods																		
Yes	40.2%	322	27.7%	35	42.0%	24	44.0%	31	40.0%	23	37.0%	45	43.6%	20	36.0%	40	49.0%	104
No	55.2%	443	71.3%	89	54.0%	31	49.0%	35	56.0%	32	59.0%	71	51.5%	23	58.0%	65	45.0%	96
Sometimes	1.0%	8	0.0%	0	0.0%	0	1.0%	1	2.0%	1	1.0%	1	1.0%	0	0.0%	0	2.0%	4
(Don't know / varies)	2.1%	17	1.0%	1	0.0%	0	6.0%	4	1.0%	1	1.0%	1	0.0%	0	3.0%	3	3.0%	6
(Do not do this activity)	1.6%	13	0.0%	0	4.0%	2	0.0%	0	1.0%	1	2.0%	2	4.0%	2	3.0%	3	1.0%	2
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100
Shop for domestic appliances, home entertainment & computers																		
Yes	38.2%	306	24.8%	31	44.0%	25	46.0%	33	36.0%	21	37.0%	45	45.5%	21	30.0%	33	46.0%	98
No	56.2%	451	71.3%	89	52.0%	30	46.0%	33	58.0%	34	60.0%	72	50.5%	23	61.0%	68	48.0%	102
Sometimes	1.4%	12	0.0%	0	1.0%	1	1.0%	1	2.0%	1	1.0%	1	1.0%	0	1.0%	1	3.0%	6
(Don't know / varies)	2.2%	18	1.0%	1	0.0%	0	6.0%	4	2.0%	1	1.0%	1	0.0%	0	3.0%	3	3.0%	6
(Do not do this activity)	1.9%	15	3.0%	4	3.0%	2	1.0%	1	2.0%	1	1.0%	1	3.0%	1	5.0%	6	0.0%	0
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100
Shop for specialist non-food items such as china, glass, books, jewellery, photographic goods, musical instruments and sports equipment																		
Yes	36.4%	292	23.8%	30	43.0%	25	46.0%	33	38.0%	22	32.0%	39	45.5%	21	27.0%	30	44.0%	94
No	57.9%	464	72.3%	91	53.0%	31	45.0%	32	58.0%	34	65.0%	78	49.5%	22	67.0%	75	48.0%	102
Sometimes	1.8%	14	1.0%	1	0.0%	0	2.0%	1	2.0%	1	1.0%	1	1.0%	0	2.0%	2	3.0%	6
(Don't know / varies)	2.2%	18	2.0%	2	0.0%	0	6.0%	4	1.0%	1	1.0%	1	2.0%	1	0.0%	0	4.0%	9
(Do not do this activity)	1.7%	14	1.0%	1	4.0%	2	1.0%	1	1.0%	1	1.0%	1	2.0%	1	4.0%	4	1.0%	2
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100
Visit to use leisure facilities																		
Yes	34.9%	280	18.8%	24	41.0%	24	45.0%	32	36.0%	21	35.0%	42	41.6%	19	30.0%	33	40.0%	85
No	54.8%	440	70.3%	88	51.0%	29	44.0%	31	53.0%	31	57.0%	69	49.5%	22	60.0%	67	48.0%	102
Sometimes	1.2%	10	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	2.0%	1	0.0%	0	3.0%	6
(Don't know / varies)	2.7%	21	2.0%	2	0.0%	0	6.0%	4	0.0%	0	1.0%	1	1.0%	0	2.0%	2	5.0%	11
(Do not do this activity)	6.5%	52	8.9%	11	8.0%	5	4.0%	3	10.0%	6	6.0%	7	5.9%	3	8.0%	9	4.0%	9
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100
GEN Gender of respondent.																		
Male	28.3%	227	32.7%	41	31.0%	18	22.0%	16	29.0%	17	30.0%	36	31.7%	14	36.0%	40	21.0%	45
Female	71.8%	575	67.3%	85	69.0%	40	78.0%	55	71.0%	41	70.0%	84	68.3%	31	64.0%	71	79.0%	168
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

Penwith Retail Study Household Telephone Survey

for GVA Grimley

Weighted:

May 2007

	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
AGE Could I ask, how old are you ?																		
18 to 24	1.5%	12	1.0%	1	1.0%	1	0.0%	0	4.0%	2	2.0%	2	0.0%	0	1.0%	1	2.0%	4
25 to 34	7.3%	58	9.9%	12	10.0%	6	4.0%	3	9.0%	5	5.0%	6	7.9%	4	5.0%	6	8.0%	17
35 to 44	18.2%	146	16.8%	21	15.0%	9	14.0%	10	15.0%	9	15.0%	18	12.9%	6	24.0%	27	22.0%	47
45 to 54	25.5%	204	27.7%	35	29.0%	17	28.0%	20	23.0%	13	21.0%	25	29.7%	13	21.0%	23	27.0%	57
55 to 64	22.4%	179	15.8%	20	22.0%	13	24.0%	17	29.0%	17	26.0%	31	24.8%	11	25.0%	28	20.0%	43
65 +	24.3%	195	27.7%	35	21.0%	12	30.0%	21	20.0%	12	28.0%	34	21.8%	10	24.0%	27	21.0%	45
(Refused)	0.9%	7	1.0%	1	2.0%	1	0.0%	0	0.0%	0	3.0%	4	3.0%	1	0.0%	0	0.0%	0
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

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

None	10.4%	83	22.8%	29	10.0%	6	7.0%	5	5.0%	3	13.0%	16	5.9%	3	7.0%	8	7.0%	15
One	49.6%	397	53.5%	67	57.0%	33	48.0%	34	45.0%	26	47.0%	57	52.5%	24	53.0%	59	46.0%	98
Two	30.9%	248	20.8%	26	27.0%	16	33.0%	23	36.0%	21	29.0%	35	28.7%	13	26.0%	29	40.0%	85
Three or more	8.9%	71	3.0%	4	6.0%	3	12.0%	9	14.0%	8	10.0%	12	10.9%	5	14.0%	16	7.0%	15
(Refused)	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.0%	1	0.0%	0	0.0%	0
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

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

Working full time (30 hours or more)	49.0%	393	45.5%	57	49.0%	28	46.0%	33	45.0%	26	46.0%	55	45.5%	21	44.0%	49	58.0%	123
Working part time (Less than 30 hours)	11.7%	94	9.9%	12	9.0%	5	9.0%	6	14.0%	8	10.0%	12	16.8%	8	13.0%	14	13.0%	28
Unemployed	3.5%	28	5.0%	6	7.0%	4	2.0%	1	5.0%	3	2.0%	2	1.0%	0	4.0%	4	3.0%	6
Retired	33.5%	268	38.6%	48	33.0%	19	39.0%	28	35.0%	20	40.0%	48	32.7%	15	33.0%	37	25.0%	53
Homemaker	1.2%	10	1.0%	1	0.0%	0	1.0%	1	1.0%	1	0.0%	0	1.0%	0	6.0%	7	0.0%	0
A student	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Disabled / long term sick	0.8%	6	0.0%	0	1.0%	1	3.0%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
(Refused)	0.4%	3	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	1	3.0%	1	0.0%	0	0.0%	0
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

INC Approximately what is your total household income ?

£0-£15,000	16.7%	134	22.8%	29	13.0%	7	15.0%	11	17.0%	10	14.0%	17	22.8%	10	20.0%	22	13.0%	28
£15,001 - £20,000	6.6%	53	5.0%	6	8.0%	5	4.0%	3	11.0%	6	6.0%	7	10.9%	5	9.0%	10	5.0%	11
£20,001 - £30,000	10.2%	81	10.9%	14	5.0%	3	10.0%	7	12.0%	7	14.0%	17	9.9%	4	15.0%	17	6.0%	13
£30,001 - £40,000	7.1%	57	5.9%	7	5.0%	3	6.0%	4	5.0%	3	7.0%	8	2.0%	1	8.0%	9	10.0%	21
£40,001 - £50,000	2.8%	22	3.0%	4	4.0%	2	2.0%	1	3.0%	2	2.0%	2	5.0%	2	2.0%	2	3.0%	6
£50,001 - £60,000	2.1%	17	0.0%	0	1.0%	1	4.0%	3	5.0%	3	2.0%	2	1.0%	0	3.0%	3	2.0%	4
£60,001 - £70,000	0.6%	5	1.0%	1	0.0%	0	0.0%	0	0.0%	0	2.0%	2	0.0%	0	1.0%	1	0.0%	0
£70,001 - £80,000	0.2%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£80,001 - £90,000	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£90,001 - £100,000	0.3%	2	0.0%	0	0.0%	0	1.0%	1	1.0%	1	1.0%	1	0.0%	0	0.0%	0	0.0%	0
£100,001 - £150,000	0.2%	2	1.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
£150,001+ (Don't know / refused)	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.0%	2
	52.7%	422	50.5%	63	64.0%	37	58.0%	41	44.0%	26	49.0%	59	48.5%	22	42.0%	47	60.0%	128
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

SEG Socio-economic Group

A	3.6%	29	2.0%	2	2.0%	1	7.0%	5	5.0%	3	5.0%	6	8.9%	4	5.0%	6	1.0%	2
B	9.6%	77	6.9%	9	9.0%	5	10.0%	7	15.0%	9	9.0%	11	7.9%	4	3.0%	3	14.0%	30
C1	33.0%	265	38.6%	48	32.0%	18	27.0%	19	30.0%	17	32.0%	39	30.7%	14	33.0%	37	34.0%	72
C2	28.0%	225	21.8%	27	30.0%	17	25.0%	18	24.0%	14	23.0%	28	21.8%	10	31.0%	34	36.0%	77
D	10.6%	85	14.9%	19	7.0%	4	9.0%	6	10.0%	6	12.0%	14	11.9%	5	8.0%	9	10.0%	21
E	1.9%	15	2.0%	2	2.0%	1	0.0%	0	2.0%	1	1.0%	1	1.0%	0	2.0%	2	3.0%	6
(Refused)	13.2%	106	13.9%	17	18.0%	10	22.0%	16	14.0%	8	18.0%	22	17.8%	8	18.0%	20	2.0%	4
Weighted base:		802		126		58		71		58		121		45		111		213
Sample:		802		101		100		100		100		100		101		100		100

Penwith Retail Study Household Telephone Survey for GVA Grimley

Weighted:

May 2007

	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
ZON Zone																	
Zone 1	15.7%	126	100.0%	126	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 2	7.2%	58	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 3	8.9%	71	0.0%	0	0.0%	0	100.0%	71	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 4	7.2%	58	0.0%	0	0.0%	0	0.0%	0	100.0%	58	0.0%	0	0.0%	0	0.0%	0	0.0%
Zone 5	15.0%	121	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	121	0.0%	0	0.0%	0	0.0%
Zone 6	5.6%	45	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	45	0.0%	0	0.0%
Zone 7	13.9%	111	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	111	0.0%
Zone 8	26.5%	213	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%
Weighted base:		802		126		58		71		58		121		45		111	
Sample:		802		101		100		100		100		100		101		100	

Appendix C
Pedestrian Flow Count Data

Penwith District Council
Retail Study

Pedestrian Flow Count Report

August 2007

Prepared by:



University Gate
Park Row
Bristol
BS1 5UB

Contact: Matthew Morris
T: 0117 9885334
E: matthew.morris@gvagrimley.co.uk

Methodology

This report has been prepared by GVA Grimley for Penwith District Council as part of its Retail Study for the Penwith Local Development Framework. This report records pedestrian flows within the town centres of Penzance, Hayle and St Ives.

Recording and analysis of pedestrian flows within a town centre is an important component of a health check assessment advised by PPS6 (2005). In particular, a flow count survey can record the numbers and movement of people on the streets, in different parts of a town centre at different times of the day, who are available for businesses to attract into shops, restaurants and other facilities.

Surveys of pedestrian flows in each of the above towns were conducted during the hours of 10am to 4pm on each day. At flow count points, pedestrians were monitored in both directions (2-way count) parallel to the street or passageway.

Penzance Town Centre Pedestrian Count Summary (August 2007)

POINT	LOCATION	Thursday		Friday	
		Number (x1,000)	Index	Number (x1,000)	Index
1	Market Jew Street (East)	9.8	24	14.7	32
2	Alverton Street	7.7	19	11.2	24
3	Causewayhead	18.2	45	28.7	62
4	Market Jew Street (West)	40.6	100	46.2	100

Notes:

Surveys were undertaken during the hours of 10am to 4pm on Thursday and Friday of the same week. Counts lasted one minute in each hour.

Hayle Town Centre Pedestrian Count Summary (August 2007)

POINT	LOCATION	Thursday		Friday	
		Number (x1,000)	Index	Number (x1,000)	Index
1	Foundry	9.7	74	10.2	77
2	Copperhouse	13.0	100	13.2	100

Notes:

Surveys were undertaken during the hours of 10am to 4pm on Thursday and Friday of the same week. Counts lasted one minute in each hour.

St Ives Town Centre Pedestrian Count Summary (August 2007)

POINT	LOCATION	Thursday		Friday	
		Number (x1,000)	Index	Number (x1,000)	Index
1	Market Place	31.5	100	32.0	100
2	Fore Street	25.2	80	26.1	82
3	High Street	21.8	69	21.8	68
4	Tregenna Hill	11.3	36	12.4	39

Notes:

Surveys were undertaken during the hours of 10am to 4pm on Thursday and Friday of the same week. Counts lasted one minute in each hour.

Appendix D
Quantitative Need Assessment Tables

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2007-2021)

ZONE	POSTCODE SECTORS	2007	2012	2016	2021	2026		Change, 2007-12 No. (%)	Change, 2007-16 No. (%)	Change, 2007-21 No. (%)	Change, 2007-26 No. (%)
1 PENZANCE	TR18 2 TR18 3 TR18 4 TR18 5 TR20 8 TOTAL	25,006	25,443	25,792	26,229	26,666		437 1.7	786 3.1	1,223 4.9	1,660 6.6
2 ST IVES	TR26 1 TR26 2 TR26 3 TOTAL	12,126	12,344	12,519	12,738	12,956		218 1.8	393 3.2	612 5.0	830 6.8
3 HAYLE	TR27 4 TR27 5 TR27 6 TOTAL	13,878	14,752	15,451	16,324	17,198		874 6.3	1,573 11.3	2,446 17.6	3,320 23.9
4 MARAZION / BREAGE	TR17 0 TR13 9 TR20 9 TOTAL	11,687	12,015	12,277	12,604	12,932		328 2.8	590 5.0	917 7.8	1,245 10.7
5 CAMBORNE	TR14 7 TR14 8 TR14 9 TR14 0 TOTAL	24,776	25,893	26,877	27,942	29,049		1,117 4.5	2,101 8.5	3,166 12.8	4,273 17.2
6 LAND'S END	TR19 6 TR19 7 TOTAL	8,866	9,194	9,456	9,783	10,111		328 3.7	590 6.7	917 10.3	1,245 14.0
7 HELSTON	TR12 6 TR12 7 TR13 0 TR13 8 TOTAL	23,611	24,575	25,347	26,351	27,395		964 4.1	1,736 7.4	2,740 11.6	3,784 16.0
8 REDRUTH	TR3 7 TR16 6 TR16 5 TR4 8 TR15 1 TR15 2 TR15 3 TR16 4 TOTAL	45,143	47,086	48,749	50,680	52,688		1,943 4.3	3,606 8.0	5,537 12.3	7,545 16.7
TOTAL		165,093	171,301	176,468	182,652	188,995		6,208 3.8	11,375 6.9	17,559 10.6	23,902 14.5

Notes:

Population figures for each zone for 2007 derived from Experian Business Strategies Retail Planner Reports (dated June 2007). Data for Zones 5, 7 & 8 for 2007-2015 is taken directly from EBS data; between 2015-2026 population figures for these zones are projected using ONS 2004-subnational population data.

Growth for Zones 1, 2, 3, 4, & 6 based on the following assumptions for population growth in Penwith District:

Population growth per annum in Penwith (2007-2026)

Source: ONS 2004-subnational population projections

Distribution of Growth (by zone)

	%	People
Penzance / Newlyn	20	87
St Ives	10	44
Hayle	40	175
Marazion / Breage	15	66
Land's End	15	66
Total	100	437

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

**TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2007-2021**

A: CONVENIENCE GOODS

ZONE	2007	2012	2016	2021
1	1554	1609	1654	1713
2	1554	1609	1654	1713
3	1554	1609	1654	1713
4	1554	1609	1654	1713
5	1554	1609	1654	1713
6	1554	1609	1654	1713
7	1554	1609	1654	1713
8	1554	1609	1654	1713

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2007	2012	2016	2021
1	541	665	785	968
2	541	665	785	968
3	541	665	785	968
4	541	665	785	968
5	541	665	785	968
6	541	665	785	968
7	541	665	785	968
8	541	665	785	968

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2007	2012	2016	2021
1	336	388	435	504
2	336	388	435	504
3	336	388	435	504
4	336	388	435	504
5	336	388	435	504
6	336	388	435	504
7	336	388	435	504
8	336	388	435	504

D: DIY & DECORATING GOODS

ZONE	2007	2012	2016	2021
1	299	340	379	434
2	299	342	382	439
3	303	347	388	447
4	279	319	356	410
5	318	363	405	466
6	318	363	405	466
7	318	363	405	466
8	318	363	405	466

Notes:

Please refer to commentary overleaf

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

**TABLE 2 (Continued): PER CAPITA EXPENDITURE WITHIN STUDY
AREA BY GOODS CATEGORY AND ZONE, 2007-2021**

E: DOMESTIC APPLIANCES

ZONE	2007	2012	2016	2021
1	98	118	137	164
2	98	118	137	164
3	98	118	137	164
4	98	118	137	164
5	98	118	137	164
6	98	118	137	164
7	98	118	137	164
8	98	118	137	164

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

ZONE	2007	2012	2016	2021
1	352	482	623	863
2	352	482	623	863
3	352	482	623	863
4	352	482	623	863
5	352	482	623	863
6	352	482	623	863
7	352	482	623	863
8	352	482	623	863

G: PERSONAL & LUXURY GOODS

ZONE	2007	2012	2016	2021
1	539	620	694	800
2	539	620	694	800
3	539	620	694	800
4	539	620	694	800
5	539	620	694	800
6	539	620	694	800
7	539	620	694	800
8	539	620	694	800

H: RECREATIONAL GOODS

ZONE	2007	2012	2016	2021
1	455	544	631	761
2	455	544	631	761
3	455	544	631	761
4	455	544	631	761
5	455	544	631	761
6	455	544	631	761
7	455	544	631	761
8	455	544	631	761

Notes:

Please refer to commentary overleaf

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

NOTES TO TABLE 2: PER CAPITA EXPENDITURE WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2007-2021

Per capita expenditure estimates for convenience goods and individual comparison goods categories within each survey zone derived from Experian Business Strategies (EBS) Retail Planner Reports dated April 2007.

Per capita expenditure estimates for each goods category exclude an allowance for special forms of trading and are projected forward using data derived from 'Retail Planner Briefing Note 4.0' (October 2006). In order to allow for both in special forms of trading, the current levels of special forms of trading given in Table 4.1 in Retail Planning Briefing Note 4.0 have been increased by 50%.

Estimates for special forms of trading and projections for each goods category are contained in the table below:

Cotswold District Retail Study Goods Category	Constituent EBS Expenditure Categories	Allowance for Special Forms of Trading	Expenditure Projections (per annum)
Convenience Goods	Convenience Goods	4.0	0.7
Clothes & Footwear	Clothing Shoes	9.8 8.6	4.5 2.1
Furniture, Floorcoverings & Textiles	furniture and furnishings (90%) household textiles	4.2 13.4	2.5 4.1
DIY & Decorating	Materials for maintenance small tools major tools gardens, plants, etc furniture and furnishings (10%) non-durable household goods	0.9 14.3 14.3 5.1 4.2 2.6	1.6 4.5 4.5 2.4 2.5 2.2
Domestic Appliances	major household appliances appliances for personal care (10%) small appliances	8.9 2.9 8.9	4.1 3.0 3.3
TV, Hi-Fi & Radio	recording media audio-visual	12.2 11.0	3.9 7.7
Personal & Luxury	glassware medical goods therapeutic appliances appliances for personal care (90%) jewellery other personal effects	6.9 0.6 0.6 2.9 9.8 3.2	3.7 2.1 3.2 3.0 1.4 3.0
Recreational	bicycles games, toys, etc pets books	16.4 13.5 3.0 11.0	4.3 4.7 2.1 1.6

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

**TABLE 3: TOTAL EXPENDITURE WITHIN STUDY AREA BY
GOODS CATEGORY AND ZONE, 2007-2021**

A: CONVENIENCE GOODS

ZONE	2007	2012	2016	2021
1	38.9	40.9	42.7	44.9
2	18.8	19.9	20.7	21.8
3	21.6	23.7	25.6	28.0
4	18.2	19.3	20.3	21.6
5	38.5	41.7	44.5	47.9
6	13.8	14.8	15.6	16.8
7	36.7	39.5	41.9	45.1
8	70.1	75.8	80.6	86.8
TOTAL	256.5	275.6	291.9	312.9

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2007	2012	2016	2021
1	13.5	16.9	20.3	25.4
2	6.6	8.2	9.8	12.3
3	7.5	9.8	12.1	15.8
4	6.3	8.0	9.6	12.2
5	13.4	17.2	21.1	27.0
6	4.8	6.1	7.4	9.5
7	12.8	16.3	19.9	25.5
8	24.4	31.3	38.3	49.0
TOTAL	89.3	113.9	138.6	176.8

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2007	2012	2016	2021
1	8.4	9.9	11.2	13.2
2	4.1	4.8	5.5	6.4
3	4.7	5.7	6.7	8.2
4	3.9	4.7	5.3	6.4
5	8.3	10.0	11.7	14.1
6	3.0	3.6	4.1	4.9
7	7.9	9.5	11.0	13.3
8	15.1	18.2	21.2	25.5
TOTAL	55.4	66.4	76.8	92.1

D: DIY & DECORATING GOODS

ZONE	2007	2012	2016	2021
1	7.5	8.7	9.8	11.4
2	3.6	4.2	4.8	5.6
3	4.2	5.1	6.0	7.3
4	3.3	3.8	4.4	5.2
5	7.9	9.4	10.9	13.0
6	2.8	3.3	3.8	4.6
7	7.5	8.9	10.3	12.3
8	14.3	17.1	19.7	23.6
TOTAL	51.1	60.6	69.6	82.9

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

**TABLE 3 (Continued): TOTAL EXPENDITURE WITHIN STUDY AREA
BY GOODS CATEGORY AND ZONE, 2007-2021**

E: DOMESTIC APPLIANCES

ZONE	2007	2012	2016	2021
1	24.6	30.0	35.2	43.1
2	1.2	1.5	1.7	2.1
3	1.4	1.7	2.1	2.7
4	1.1	1.4	1.7	2.1
5	2.4	3.1	3.7	4.6
6	0.9	1.1	1.3	1.6
7	2.3	2.9	3.5	4.3
8	4.4	5.6	6.7	8.3
TOTAL	38.3	47.2	55.8	68.8

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

ZONE	2007	2012	2016	2021
1	8.8	12.3	16.1	22.6
2	4.3	6.0	7.8	11.0
3	4.9	7.1	9.6	14.1
4	4.1	5.8	7.6	10.9
5	8.7	12.5	16.7	24.1
6	3.1	4.4	5.9	8.4
7	8.3	11.8	15.8	22.7
8	15.9	22.7	30.4	43.8
TOTAL	58.1	82.6	109.9	157.7

G: PERSONAL & LUXURY GOODS

ZONE	2007	2012	2016	2021
1	13.5	15.8	17.9	21.0
2	6.5	7.7	8.7	10.2
3	7.5	9.1	10.7	13.1
4	6.3	7.4	8.5	10.1
5	13.3	16.0	18.6	22.3
6	4.8	5.7	6.6	7.8
7	12.7	15.2	17.6	21.1
8	24.3	29.2	33.8	40.5
TOTAL	88.9	106.2	122.4	146.1

H: RECREATIONAL GOODS

ZONE	2007	2012	2016	2021
1	11.4	13.9	16.3	20.0
2	5.5	6.7	7.9	9.7
3	6.3	8.0	9.7	12.4
4	5.3	6.5	7.7	9.6
5	11.3	14.1	17.0	21.3
6	4.0	5.0	6.0	7.4
7	10.7	13.4	16.0	20.1
8	20.5	25.6	30.7	38.6
TOTAL	75.1	93.3	111.3	139.0

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 4: MARKET SHARE OF CONVENIENCE FACILITIES IN PENWITH DISTRICT

STORE / CENTRE	1		2		3		4		5		6		7		8	
	Main %	Top-up %	Main %	Top-up %	Main %	Top-up %	Main %	Top-up %	Main %	Top-up %	Main %	Top-up %	Main %	Top-up %	Main %	Top-up %
Penzance / Newlyn																
Co-op	10.0	20.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	4.5	0.0	0.0	0.0	0.0
Co-op, Wherrytown	3.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	1.5	0.0	0.0	0.0	0.0
Iceland	2.0	8.1	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Lidl	3.0	2.7	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	4.1	3.0	0.0	1.7	0.0	0.0
Morrisons	33.0	13.5	5.3	0.0	11.7	6.4	19.6	11.3	0.0	0.0	31.6	10.6	0.0	3.4	0.0	0.0
Co-op, The Strand, Newlyn	4.0	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
Tesco	40.0	14.9	6.4	0.0	11.7	3.2	20.6	18.9	0.0	0.0	39.8	9.1	0.0	0.0	0.0	0.0
Other stores, Newlyn	0.0	1.4	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.0	1.5	0.0	0.0	0.0	0.0
Other stores, Penzance	5.0	16.2	0.0	1.3	0.0	0.0	1.0	9.4	0.0	0.0	1.0	7.6	0.0	1.7	0.0	0.0
Sub-total	100.0	90.7	11.7	1.3	23.4	9.6	44.3	43.4	0.0	0.0	86.7	37.8	0.0	6.8	0.0	0.0
Hayle																
Co-op, Copper Terrace	0.0	0.0	7.4	16.0	19.2	25.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Fore Street	0.0	0.0	5.3	4.0	4.3	3.2	1.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl	0.0	1.4	5.3	6.7	4.3	9.7	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Other stores	0.0	0.0	0.0	12.0	0.0	9.7	0.0	0.0	1.1	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	1.4	18.0	38.7	27.8	48.4	1.0	3.8	1.1	1.7	0.0	1.5	0.0	0.0	0.0	0.0
St Ives / Carbis Bay																
Co-op, Royal Square	0.0	0.0	4.3	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
Co-op, The Stennack	0.0	0.0	1.1	12.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Carbis Bay	0.0	0.0	31.9	12.0	2.1	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Tregenna Place, St Ives	0.0	0.0	0.0	5.3	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, Carbis Bay	0.0	0.0	0.0	5.3	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, St Ives	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
Sub-total	0.0	0.0	37.3	50.6	2.1	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Penwith District																
	0.0	7.9	33.0	9.4	46.7	37.2	54.7	52.8	98.9	98.3	13.3	60.7	100.0	93.2	100.0	100.0
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Notes:

Notes:

Market shares for main and top-up convenience shopping taken from questions 1 & 6 of the Penwith Household Telephone Survey, excluding 'don't do', 'don't know', 'varies' and internet shopping trips.

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 5: TURNOVER OF CONVENIENCE FACILITIES IN PENWITH DISTRICT, 2007

STORE / CENTRE	1		2		3		4		5		6		7		8		STUDY AREA DERIVED TURNOVER (£m)
	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	Main (£m)	Top-up (£m)	
Available Convenience Expenditure	25.6	13.2	11.9	6.9	15.4	6.2	11.9	6.2	24.7	13.8	7.7	6.1	24.9	11.8	48.4	21.7	
Penzance / Newlyn																	
Co-op	2.6	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	5.8
Co-op, Wherrytown	0.8	0.5	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	1.6
Iceland	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	1.9
Lidl	0.8	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.2	0.0	0.2	0.0	0.0	2.2
Morrisons	8.4	1.8	0.6	0.0	1.8	0.4	2.3	0.7	0.0	0.0	2.4	0.6	0.0	0.4	0.0	0.0	19.6
Co-op, The Strand, Newlyn	1.0	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	2.3
Tesco	10.2	2.0	0.8	0.0	1.8	0.2	2.5	1.2	0.0	0.0	3.1	0.6	0.0	0.0	0.0	0.0	22.2
Other stores, Newlyn	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.5
Other stores, Penzance	1.3	2.1	0.0	0.1	0.0	0.0	0.1	0.6	0.0	0.0	0.1	0.5	0.0	0.2	0.0	0.0	5.0
Sub-total	25.6	12.0	1.4	0.1	3.6	0.6	5.3	2.7	0.0	0.0	6.7	2.3	0.0	0.8	0.0	0.0	61.1
Hayle																	
Co-op, Copper Terrace	0.0	0.0	0.9	1.1	3.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5
Co-op, Fore Street	0.0	0.0	0.6	0.3	0.7	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Lidl	0.0	0.2	0.6	0.5	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	2.6
Other stores	0.0	0.0	0.0	0.8	0.0	0.6	0.0	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.9
Sub-total	0.0	0.2	2.1	2.7	4.3	3.0	0.1	0.2	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0	13.2
St Ives / Carbis Bay																	
Co-op, Royal Square	0.0	0.0	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	1.1
Co-op, The Stennack	0.0	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Tesco, Carbis Bay	0.0	0.0	3.8	0.8	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.3
Co-op, Tregenna Place, St Ives	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other stores, Carbis Bay	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Other stores, St Ives	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
Sub-total	0.0	0.0	4.4	3.5	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6
Outside Penwith District																	
	0.0	1.0	3.9	0.6	7.2	2.3	6.5	3.3	24.4	13.6	1.0	3.7	24.9	11.0	48.4	21.7	173.6
TOTAL	25.6	13.2	11.9	6.9	15.4	6.2	11.9	6.2	24.7	13.8	7.7	6.1	24.9	11.8	48.4	21.7	256.5

Notes:

Turnover of convenience facilities calculated by applying current market share of main and top-up shopping trips to available convenience goods expenditure by zone.

Proportion of expenditure flowing to main and top-up food shopping destinations derived from Question 5 of the Penwith Household Telephone Survey and summarised below:

Zone	Main %	Top-up %
1	65.9	34.1
2	63.3	36.7
3	71.4	28.6
4	65.7	34.3
5	64.1	35.9
6	56	44
7	67.9	32.1
8	69	31
9	68.5	31.5

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PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 6: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES

CENTRE	MARKET SHARE (%)																TURNOVER (£m)																TOTAL STUDY AREA DERIVED TURNOVER (£m)
	1		2		3		4		5		6		7		8		1		2		3		4		5		6		7		8		
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd			
Penzance / Newlyn	71.6	21.1	43.8	40.7	32.9	38.1	32.9	39.4	2.7	24.0	69.2	5.6	3.8	24.4	1.1	12.3	7.7	0.6	2.3	0.5	2.0	0.6	1.7	0.5	0.3	0.6	2.7	0.1	0.4	0.6	0.2	0.6	21.3
Hayle	0.0	0.0	2.5	1.9	7.6	2.4	0.0	0.0	1.3	0.0	0.0	2.8	0.0	0.0	0.0	1.8	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	0.1	0.9	
St Ives / Carbis Bay	0.0	0.0	3.8	3.7	0.0	0.0	0.0	3.0	0.0	0.0	1.1	2.8	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	
Penzance / Newlyn out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 out-of-centre	0.0	2.6	0.0	0.0	0.0	2.4	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	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	0.2	0.0	0.5	
St Ives out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Outside Penwith District	28.4	76.3	49.9	53.7	59.5	57.1	67.1	57.6	94.7	76.0	29.7	88.8	96.2	75.6	97.8	85.9	3.1	2.1	2.6	0.7	3.6	0.9	3.4	0.7	10.2	2.0	1.1	0.9	9.8	1.9	19.1	4.2	66.2
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	10.8	2.7	5.2	1.3	6.0	1.5	5.1	1.3	10.7	2.7	3.8	1.0	10.2	2.6	19.5	4.9	89.3

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

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PENWITH RETAIL STUDY

TABLE 7: MARKET SHARE & TURNOVER OF FURNITURE AND CARPETS GOODS FACILITIES

CENTRE	MARKET SHARE (%)																	TURNOVER (£m)																TOTAL STUDY
	1		2		3		4		5		6		7		8			1		2		3		4		5		6		7		8		AREA DERIVED
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd		1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	TURNOVER (£m)		
Penzance / Newlyn	64.4	20.0	18.0	28.6	20.8	20.0	27.6	33.3	2.0	9.1	52.4	11.8	2.0	10.0	0.0	0.0	4.3	0.3	0.6	0.2	0.8	0.2	0.9	0.3	0.1	0.2	1.2	0.1	0.1	0.2	0.0	0.0	9.5	
Hayle	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4		
St Ives / Carbis Bay	0.0	0.0	6.6	3.6	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	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3		
Penzance / Newlyn out-of-centre	5.1	25.0	3.2	0.0	5.7	6.7	5.2	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	0.1	0.0	0.2	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.4		
Hayle out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
Outside Penwith District	30.5	55.0	67.3	67.8	73.5	73.3	67.2	66.7	92.1	90.9	46.0	88.2	98.0	90.0	100.0	100.0	2.0	0.9	2.2	0.6	2.7	0.7	2.1	0.5	6.1	1.5	1.1	0.5	6.2	1.4	12.1	3.0	43.8	
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	6.7	1.7	3.3	0.8	3.7	0.9	3.1	0.8	6.7	1.7	2.4	0.6	6.3	1.6	12.1	3.0	55.4	

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 8: MARKET SHARE & TURNOVER OF DIY AND HARDWARE GOODS FACILITIES

CENTRE	MARKET SHARE (%)																	TURNOVER (£m)																TOTAL STUDY
	1		2		3		4		5		6		7		8			1		2		3		4		5		6		7		8		AREA DERIVED
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd		1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	TURNOVER (£m)		
Penzance / Newlyn	12.6	10.0	15.3	7.0	2.4	8.1	11.6	35.7	0.0	0.0	21.6	13.6	3.9	2.9	0.0	1.9		0.8	0.1	0.4	0.1	0.1	0.1	0.3	0.2	0.0	0.0	0.5	0.1	0.2	0.0	0.0	0.1	3.0
Hayle	0.0	0.0	3.5	2.3	6.1	5.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.1	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	0.4
St Ives / Carbis Bay	0.0	5.0	5.9	7.0	0.0	0.0	1.2	0.0	0.0	0.0	1.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Penzance / Newlyn out-of-centre	84.2	35.0	40.0	20.9	42.7	16.2	62.8	7.1	7.1	9.1	70.5	22.7	23.4	14.3	5.5	3.8		5.0	0.5	1.2	0.2	1.4	0.1	1.6	0.0	0.4	0.1	1.6	0.1	1.4	0.2	0.6	0.1	14.8
Hayle out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Outside Penwith District	3.2	50.0	35.3	62.8	48.8	70.3	23.2	57.2	92.9	90.9	6.8	59.2	72.7	82.8	94.5	94.3		0.2	0.7	1.0	0.5	1.6	0.6	0.6	0.4	5.8	1.4	0.2	0.3	4.4	1.2	10.8	2.7	32.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		6.0	1.5	2.9	0.7	3.4	0.8	2.6	0.7	6.3	1.6	2.3	0.6	6.0	1.5	11.5	2.9	51.1

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 9: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES

CENTRE	MARKET SHARE (%)																TURNOVER (£m)																TOTAL STUDY AREA DERIVED TURNOVER (£m)
	1		2		3		4		5		6		7		8		1		2		3		4		5		6		7		8		
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	
Penzance / Newlyn	26.0	17.6	30.2	6.6	6.9	26.4	29.2	30.8	0.0	0.0	46.4	23.5	9.4	0.0	0.0	7.7	5.1	0.9	0.3	0.0	0.1	0.1	0.3	0.1	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.1	7.4
Hayle	0.0	0.0	5.5	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
St Ives / Carbis Bay	0.0	0.0	1.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Penzance / Newlyn out-of-centre	63.1	35.3	24.7	16.6	25.0	5.3	36.1	15.4	10.3	10.0	40.5	47.1	9.4	11.1	3.8	7.7	12.4	1.7	0.2	0.0	0.3	0.0	0.3	0.0	0.2	0.0	0.3	0.1	0.2	0.1	0.1	0.1	16.1
Hayle out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
St Ives out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Outside Penwith District	10.9	47.1	38.2	76.8	65.3	68.3	34.7	53.8	89.7	90.0	11.9	29.4	81.2	88.9	96.2	84.6	2.1	2.3	0.4	0.2	0.7	0.2	0.3	0.1	1.7	0.4	0.1	0.1	1.5	0.4	3.4	0.8	14.7
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	19.7	4.9	1.0	0.2	1.1	0.3	0.9	0.2	1.9	0.5	0.7	0.2	1.9	0.5	3.5	0.9	38.3

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 10: MARKET SHARE & TURNOVER OF TV, Hi Fi, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES

CENTRE	MARKET SHARE (%)																TURNOVER (£m)																TOTAL STUDY
	1		2		3		4		5		6		7		8		1		2		3		4		5		6		7		8		AREA DERIVED
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	TURNOVER (£m)		
Penzance / Newlyn	35.9	25.0	28.8	19.2	6.8	33.3	33.3	25.0	0.0	0.0	51.4	42.9	6.6	4.5	0.0	6.9	2.5	0.4	1.0	0.2	0.3	0.3	1.1	0.2	0.0	0.0	1.3	0.3	0.4	0.1	0.0	0.2	8.3
Hayle	0.0	0.0	4.5	0.0	2.7	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
St Ives / Carbis Bay	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Penzance / Newlyn out-of-centre	52.6	20.0	19.7	15.4	19.0	11.1	31.9	8.3	14.7	0.0	38.9	14.2	13.1	13.6	2.8	13.8	3.7	0.4	0.7	0.1	0.7	0.1	1.1	0.1	1.0	0.0	1.0	0.1	0.9	0.2	0.4	0.4	10.8
Hayle out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Outside Penwith District	11.5	55.0	47.0	65.4	70.1	55.6	34.8	66.7	85.3	100.0	8.3	42.9	80.3	81.9	97.2	79.3	0.8	1.0	1.6	0.6	2.7	0.5	1.1	0.5	6.0	1.7	0.2	0.3	5.3	1.4	12.4	2.5	38.7
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	7.0	1.8	3.4	0.9	3.9	1.0	3.3	0.8	7.0	1.7	2.5	0.6	6.7	1.7	12.7	3.2	58.1

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 11: MARKET SHARE & TURNOVER OF PERSONAL AND LUXURY GOODS FACILITIES

CENTRE	MARKET SHARE (%)																TURNOVER (£m)																TOTAL STUDY AREA DERIVED TURNOVER (£m)
	1		2		3		4		5		6		7		8		1		2		3		4		5		6		7		8		
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	
Penzance / Newlyn	89.2	18.2	31.7	39.4	27.3	28.6	39.1	42.9	1.8	7.7	86.3	27.8	2.9	22.7	2.6	2.5	9.6	0.5	1.7	0.5	1.6	0.4	2.0	0.5	0.2	0.2	3.3	0.3	0.3	0.6	0.5	0.1	22.3
Hayle	0.0	0.0	7.9	6.1	16.7	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	0.4	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
St Ives / Carbis Bay	0.0	0.0	25.4	12.1	1.5	0.0	0.0	0.0	1.8	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.2	0.1	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	1.8	
Penzance / Newlyn out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 out-of-centre	0.0	0.0	1.6	0.0	3.0	4.8	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	
St Ives out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Outside Penwith District	10.8	81.8	33.4	42.4	51.5	66.6	57.8	57.1	96.4	92.3	12.3	72.2	97.1	77.3	97.4	97.5	1.2	2.2	1.7	0.6	3.1	1.0	2.9	0.7	10.3	2.5	0.5	0.7	9.9	2.0	19.0	4.7	62.8
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	10.8	2.7	5.2	1.3	6.0	1.5	5.0	1.3	10.7	2.7	3.8	1.0	10.2	2.5	19.5	4.9	88.9

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 12: MARKET SHARE & TURNOVER OF RECREATION GOODS FACILITIES

CENTRE	MARKET SHARE (%)																	TURNOVER (£m)																TOTAL STUDY AREA DERIVED TURNOVER (£m)
	1		2		3		4		5		6		7		8			1		2		3		4		5		6		7		8		
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd		1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd			
Penzance / Newlyn	68.9	33.3	43.2	25.0	29.6	8.3	43.2	30.0	2.5	16.7	80.4	36.4	7.5	15.4	4.1	16.7		6.3	0.8	1.9	0.3	1.5	0.1	1.8	0.3	0.2	0.4	2.6	0.3	0.6	0.3	0.7	0.7	18.8
Hayle	0.0	0.0	4.5	5.0	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	0.2	0.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	
St Ives / Carbis Bay	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	2.5	0.0	2.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.5	
Penzance / Newlyn out-of-centre	6.6	0.0	0.0	0.0	0.0	0.0	9.1	0.0	0.0	0.0	7.8	0.0	2.5	0.0	0.0	0.0		0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	1.5
Hayle out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	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 out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Outside Penwith District	24.5	66.7	47.8	70.0	59.3	91.7	47.7	70.0	95.0	83.3	9.8	63.6	90.0	84.6	95.9	83.3		2.2	1.5	2.1	0.8	3.0	1.2	2.0	0.7	8.6	1.9	0.3	0.5	7.7	1.8	15.7	3.4	53.5
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		9.1	2.3	4.4	1.1	5.0	1.3	4.3	1.1	9.0	2.3	3.2	0.8	8.6	2.1	16.4	4.1	75.1

Notes:

Market shares within each zone taken from the Penwith Household Survey, excluding catalogue, internet, mail order and 'don't do' responses.

Turnover calculated by applying market share to available expenditure within each zone.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 13: TOTAL COMPARISON TURNOVER OF FACILITIES WITHIN PENWITH DISTRICT, 2007

CENTRE	TURNOVER (£m)																TOTAL STUDY AREA DERIVED TURNOVER (£m)
	1		2		3		4		5		6		7		8		
	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	
Penzance / Newlyn	36.3	3.6	8.2	1.8	6.3	1.8	8.0	2.1	0.8	1.4	11.9	1.1	2.3	1.8	1.4	1.7	90.5
Hayle	0.0	0.0	1.2	0.2	2.3	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.4
St Ives / Carbis Bay	0.0	0.1	2.1	0.3	0.2	0.0	0.0	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	3.4
Penzance / Newlyn out-of-centre	22.1	3.0	2.2	0.3	2.7	0.3	3.6	0.2	1.8	0.2	3.1	0.3	2.7	0.5	1.1	0.6	44.6
Hayle out-of-centre	0.0	0.1	0.1	0.0	0.2	0.1	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.0
St Ives out-of-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Centres outside the District	11.7	10.7	11.7	3.8	17.5	5.0	12.5	3.8	48.7	11.5	3.5	3.2	44.9	10.2	92.5	21.4	312.4
TOTAL	70.1	17.5	25.4	6.4	29.1	7.3	24.3	6.1	52.3	13.1	18.7	4.7	49.8	12.5	95.3	23.8	456.3

Notes:

Turnovers, by zone, for comparison facilities within Penwith District taken from Tables 6-12.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 14: EXISTING AND COMMITTED CONVENIENCE FLOORSPACE WITHIN PENWITH

A: Penzance / Newlyn

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
PENZANCE				
Town Centre				
Co-op stores	619	557	5600	3.1
Iceland	467	420	5000	2.1
Other stores, Penzance town centre	2500	2000	4,000	8.0
<i>Town Centre Sub-Total</i>				13.2
Out-of-Centre				
Co-op, Wherrytown	488	464	5,600	2.6
Tesco	2266	1,812	15,158	27.5
Morrisons	2657	2,126	10,746	22.8
Lidl	743	632	2800	1.8
<i>Out-of-Centre Sub-Total</i>				54.7
NEWLYN				
Co-op, The Strand	203	193	5600	1.1
Other stores	150	143	4000	0.6
<i>Newlyn Sub-Total</i>				1.7
PENZANCE TOTAL				69.5

B: Hayle

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
Co-op, Copper Terrace	995	895	5,600	5.0
Lidl	871	697	2,800	2.0
Other stores	660	528	4000	2.1
HAYLE TOTAL				9.1

C: St Ives / Carbis Bay

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
Co-op, Royal Square	170	162	5,600	0.9
Co-op, The Stennack	234	223	5,600	1.2
Tesco, Carbis Bay	1,578	1,263	15,158	19.1
Co-op, Tregenna Place, St Ives	260	247	5,600	1.4
Other stores, Carbis Bay	312	296	4,000	1.2
Other stores, St Ives	897	718	4,000	2.9
ST IVES / CARBIS BAY TOTAL				25.8

D: Convenience Retail Floorspace Commitments in Penwith District

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
Lidl extension, Hayle	536	429	2,800	1.2
Marks & Spencer, West Cornwall Retail Park		465	9,870	4.6

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 15: EXISTING AND COMMITTED COMPARISON FLOORSPACE WITHIN PENWITH DISTRICT

A: Penzance / Newlyn

STORE / CENTRE	NET SALES FLOORSPACE (sq m net)	STUDY AREA DERIVED TURNOVER (£m)	INFLOW (£m)	TOTAL TURNOVER (£m)	AVERAGE SALES DENSITY (£/sq m)
Penzance town centre	17,927				
Out-of-Centre					
B&Q	2,787	(n.b. 30% of the net sales area of Halfords assumed to sell comparison goods including which definition of comparison exp)			
Currys	557				
Halfords	418				
Carpet Warehouse	170				
Other	500				
TOTAL	22359	135.1	7.4	142.5	6375

B: Hayle

STORE / CENTRE	NET SALES FLOORSPACE (sq m net)	STUDY AREA DERIVED TURNOVER (£m)	INFLOW (£m)	TOTAL TURNOVER (£m)	AVERAGE SALES DENSITY (£/sq m)
Hayle town centre	1,750				
Out-of-Centre					
Boots	856				
Next	1,303				
TOTAL	3909	5.4	3.2	8.6	2200

C: St Ives

STORE / CENTRE	NET SALES FLOORSPACE (sq m net)	STUDY AREA DERIVED TURNOVER (£m)	INFLOW (£m)	TOTAL TURNOVER (£m)	AVERAGE SALES DENSITY (£/sq m)
St Ives town centre	5,030				
TOTAL	5030	3.4	3.9	7.3	1446

D: Comparison Floorspace Commitments in Penwith District

STORE / LOCATION	FLOORSPACE (sq m net)		COMP GOODS SALES DENSITY (£/sq m)	TOTAL COMP GOODS TURNOVER (£m)
	Total Net Sales	Comparison Goods Sales		
Marks & Spencer, West Cornwall Retail Park		1115	7234	8.1

Notes:

Floorspace of existing comparison goods facilities derived from Experian GOAD and Penwith District Council data.

Study area derived turnover taken from Table 13. Inflow taken from Table 17.

Average sales density for each centre calculated by applying existing floorspace to total turnover.

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TABLE 16A: CONVENIENCE GOODS CAPACITY - PENZANCE 2007-2021

	2007	2012	2016	2021
Available Convenience Goods Expenditure (£m)	256.5	275.6	291.9	312.9
Turnover from Study Area (£m)	61.1	63.5	67.3	72.1
Market Share (%)	23.8	23.1	23.1	23.1
Expenditure Inflow (£m)	6.1	6.4	6.7	7.2
Total Turnover Potential (£m)	67.2	69.9	74.0	79.3
Baseline Turnover of Existing Facilities (£m)	69.5	71.3	72.7	74.6
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	-2.4	-1.4	1.3	4.8
Potential Sales Density for future convenience stores (£/sq m)	10,000	10,253	10,459	10,723
Potential Floorspace Capacity (sq m)	-238	-139	122	443

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Table 5.

Market share at 2007 is the turnover from study area expressed as a percentage of available expenditure. Market share for 2012-2021 has been amended to reflect impact of West Cornwall Retail Park M&S store.

Expenditure inflow is assumed to be 10% of study area derived expenditure.

Total turnover potential is the turnover from study area plus the expenditure inflow.

Baseline turnover from existing facilities taken from Table 14, assumed to experience an increase in floorspace efficiency of 0.5% per annum over 2007-2021

Residual expenditure is the total turnover potential minus the turnover of existing facilities.

Potential sales density of new convenience goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 0.5% per annum over 2007-2021.

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 16B: CONVENIENCE GOODS CAPACITY - HAYLE 2007-2021

	2007	2012	2016	2021
Available Convenience Goods Expenditure (£m)	256.5	275.6	291.9	312.9
Turnover from Study Area (£m)	13.2	18.1	19.1	20.5
Market Share (%)	5.2	6.6	6.6	6.6
Expenditure Inflow (£m)	3.0	4.2	4.4	4.7
Total Turnover Potential (£m)	16.3	22.2	23.5	25.2
Baseline Turnover of Existing Facilities (£m)	9.1	9.3	9.5	9.7
Commitments (£m)	5.8	5.9	6.1	6.2
Residual Expenditure (£m)	1.4	7.0	8.0	9.3
Potential Sales Density for future convenience stores (£/sq m)	10,000	10,253	10,459	10,723
Potential Floorspace Capacity (sq m)	140	679	762	864

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Table 5.

Market share at 2007 is the turnover from study area expressed as a percentage of available expenditure. Market share for 2012-2021 has been amended to reflect impact of M&S store at West Cornwall Retail Park.

Expenditure inflow is assumed to be 23% of study area derived expenditure.

Total turnover potential is the turnover from study area plus the expenditure inflow.

Baseline turnover from existing facilities taken from Table 14, assumed to experience an increase in floorspace efficiency of 0.5% per annum over 2007-2021

Residual expenditure is the total turnover potential minus the turnover of existing facilities.

Potential sales density of new convenience goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 0.5% per annum over 2007-2021.

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 16C: CONVENIENCE GOODS CAPACITY - ST IVES 2007-2021

	2007	2012	2016	2021
Available Convenience Goods Expenditure (£m)	256.5	275.6	291.9	312.9
Turnover from Study Area (£m)	8.6	8.7	9.3	9.9
Market Share (%)	3.3	3.2	3.2	3.2
Expenditure Inflow (£m)	3.0	2.0	2.1	2.3
Total Turnover Potential (£m)	11.6	10.7	11.4	12.2
Baseline Turnover of Existing Facilities (£m)	25.8	26.5	27.0	27.7
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	-14.3	-15.7	-15.6	-15.5
Potential Sales Density for future convenience stores (£/sq m)	10,000	10,253	10,459	10,723
Potential Floorspace Capacity (sq m)	-1,426	-1,535	-1,494	-1,445

Notes:

Available convenience goods expenditure taken from Table 3.

Turnover from study area taken from Table 5.

Market share at 2007 is the turnover from study area expressed as a percentage of available expenditure. Market share for 2012-2021 has been amended to reflect impact of M&S store at West Cornwall Retail Park.

Expenditure inflow is assumed to be 35% of study area derived expenditure.

Total turnover potential is the turnover from study area plus the expenditure inflow.

Baseline turnover from existing facilities taken from Table 14, assumed to experience an increase in floorspace efficiency of 0.5% per annum over 2007-2021

Residual expenditure is the total turnover potential minus the turnover of existing facilities.

Potential sales density of new convenience goods floorspace is indicative only and is assumed to experience an increase in floorspace efficiency of 0.5% per annum over 2007-2021.

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 17A: COMPARISON GOODS CAPACITY - PENZANCE 2007-2021

	2007	2012	2016	2021
Available Comparison Goods Expenditure (£m)	456.3	570.1	684.5	863.2
Turnover from Study Area (£m)	135.1	166.8	200.2	252.5
Market Share (%)	29.6	29.3	29.3	29.3
Expenditure Inflow (£m)	7.4	9.2	11.0	13.9
Total Turnover Potential (£m)	142.5	175.9	211.2	266.4
Baseline Turnover of Existing Facilities (£m)	142.5	153.6	163.0	175.6
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	0.0	22.4	48.2	90.8
Potential sales density for future comparison stores	5,000	5,386	5,717	6,159
Potenital floorspace capacity (sq m)	0	4,153	8,439	14,739

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Table 13.

Market share at 2007 is the turnover from study area expressed as a percentage of available expenditure. Market share for 2012-2021 has been amended to reflect impact of M&S store at West Cornwall Retail Park.

Expenditure inflow is assumed to be 5.5% of study area derived expenditure.

Total turnover potential is the turnover from study area plus the expenditure inflow.

Baseline turnover at 2007 assumed to match total turnover at 2007, assumed to experience an increase in floorspace efficiency of 1.5% per annum over 2007-2021

Residual expenditure is the total turnover potential minus the turnover of existing facilities.

Potential sales density of new comparison goods floorspace assumed to experience an increase in floorspace efficiency of 1.5% per annum over 2007-2021.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 17B: COMPARISON GOODS CAPACITY - HAYLE 2007-2021

	2007	2012	2016	2021
Available Comparison Goods Expenditure (£m)	456.3	570.1	684.5	863.2
Turnover from Study Area (£m)	5.4	11.6	13.9	17.5
Market Share (%)	1.2	2.0	2.0	2.0
Expenditure Inflow (£m)	3.2	6.9	8.3	10.5
Total Turnover Potential (£m)	8.6	18.5	22.2	28.0
Baseline Turnover of Existing Facilities (£m)	8.6	9.3	9.8	10.6
Commitments (£m)	8.1	8.7	9.2	9.9
Residual Expenditure (£m)	-8.1	0.6	3.2	7.5
Potential sales density for future comparison stores	5,000	5,386	5,717	6,159
Potenital floorspace capacity (sq m)	-1,613	105	556	1,219

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Table 13.

Market share at 2007 is the turnover from study area expressed as a percentage of available expenditure. Market share for 2012-2021 has been amended to reflect impact of M&S store at West Cornwall Retail Park.

Expenditure inflow is assumed to be 60% of study area derived expenditure.

Total turnover potential is the turnover from study area plus the expenditure inflow.

Baseline turnover at 2007 assumed to match total turnover at 2007, assumed to experience an increase in floorspace efficiency of 1.5% per annum over 2007-2021

Residual expenditure is the total turnover potential minus the turnover of existing facilities.

Potential sales density of new comparison goods floorspace assumed to experience an increase in floorspace efficiency of 1.5% per annum over 2007-2021.

2005 PRICES

PENWITH DISTRICT COUNCIL
PENWITH RETAIL STUDY

TABLE 17C: COMPARISON GOODS CAPACITY - ST IVES 2007-2021

	2007	2012	2016	2021
Available Comparison Goods Expenditure (£m)	456.3	570.1	684.5	863.2
Turnover from Study Area (£m)	3.4	4.0	4.9	6.1
Market Share (%)	0.7	0.7	0.7	0.7
Expenditure Inflow (£m)	3.9	4.7	5.6	7.0
Total Turnover Potential (£m)	7.3	8.7	10.4	13.2
Baseline Turnover of Existing Facilities (£m)	7.3	7.8	8.3	9.0
Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	0.0	0.9	2.1	4.2
Potential sales density for future comparison stores	5,000	5,386	5,717	6,159
Potenital floorspace capacity (sq m)	0	161	373	685

Notes:

Available comparison goods expenditure taken from Table 3.

Turnover from study area taken from Table 13.

Market share at 2007 is the turnover from study area expressed as a percentage of available expenditure. Market share for 2012-2021 has been amended to reflect impact of M&S store at West Cornwall Retail Park.

Expenditure inflow is assumed to be 115% of study area derived expenditure.

Total turnover potential is the turnover from study area plus the expenditure inflow.

Baseline turnover at 2007 assumed to match total turnover at 2007, assumed to experience an increase in floorspace efficiency of 1.5% per annum over 2007-2021

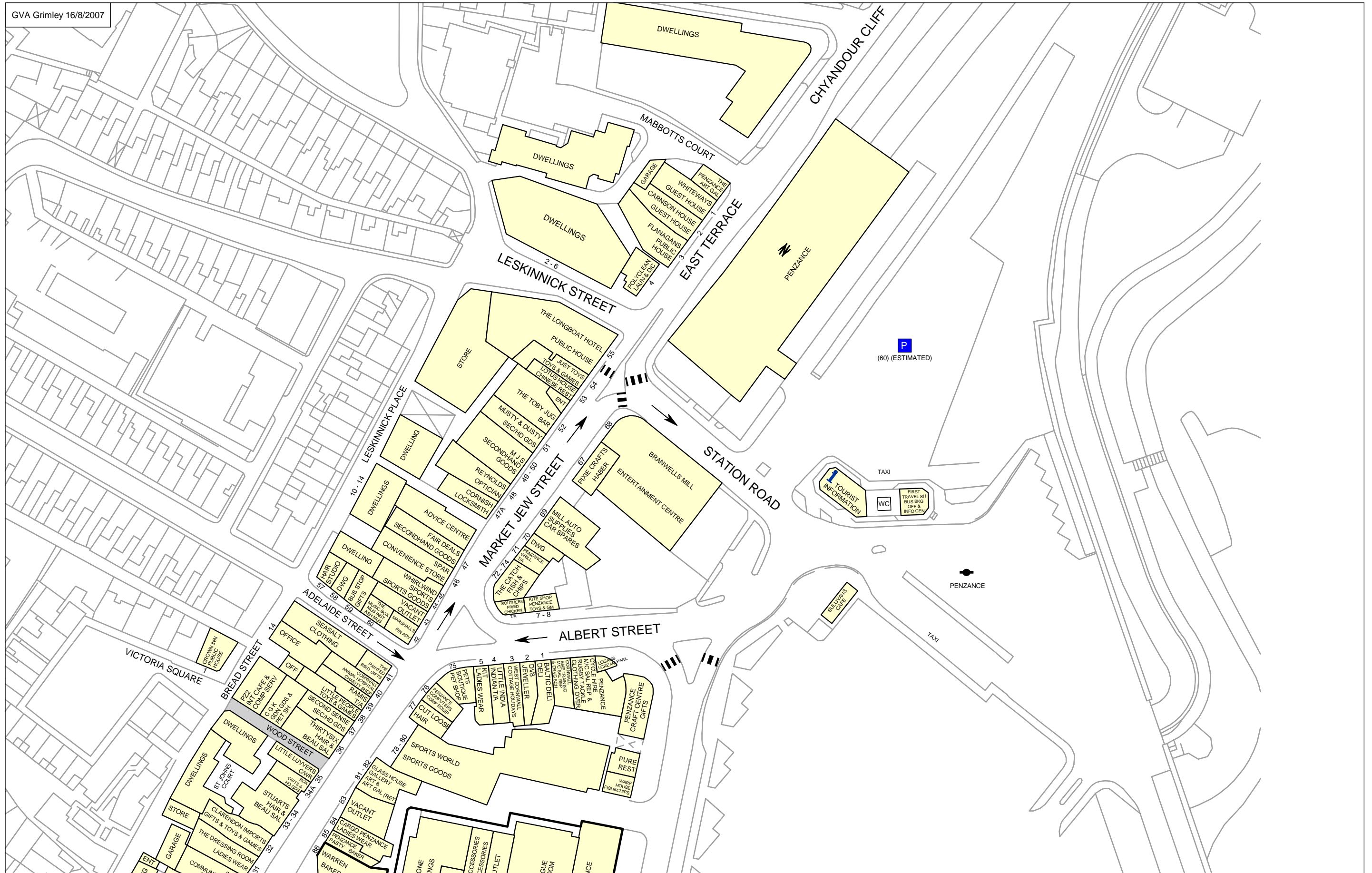
Residual expenditure is the total turnover potential minus the turnover of existing facilities.

Potential sales density of new comparison goods floorspace assumed to experience an increase in floorspace efficiency of 1.5% per annum over 2007-2021.

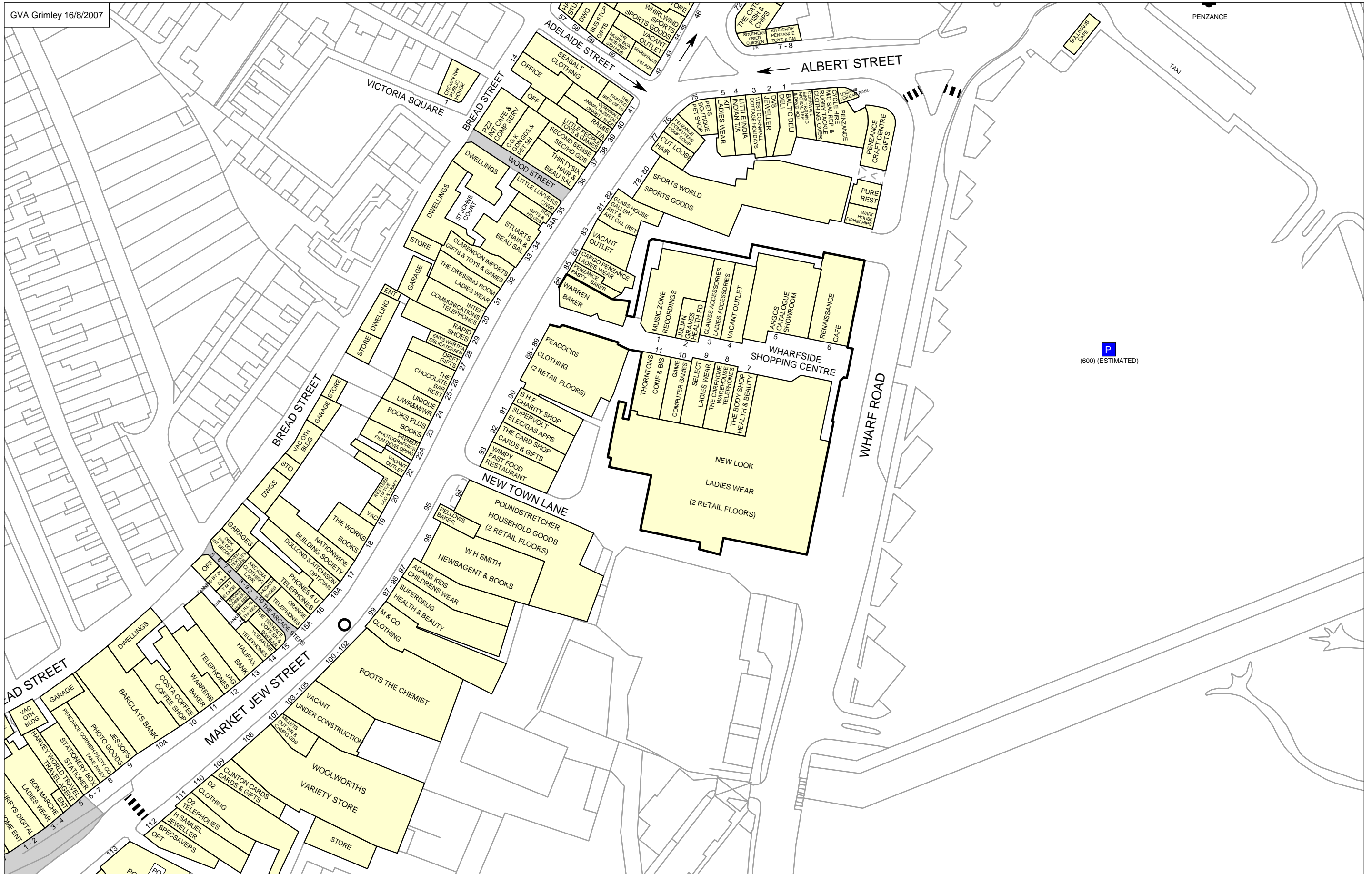
2005 PRICES

Appendix E
Penzance GOAD Plan

GVA Grimley 16/8/2007



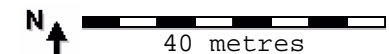
GVA Grimley 16/8/2007



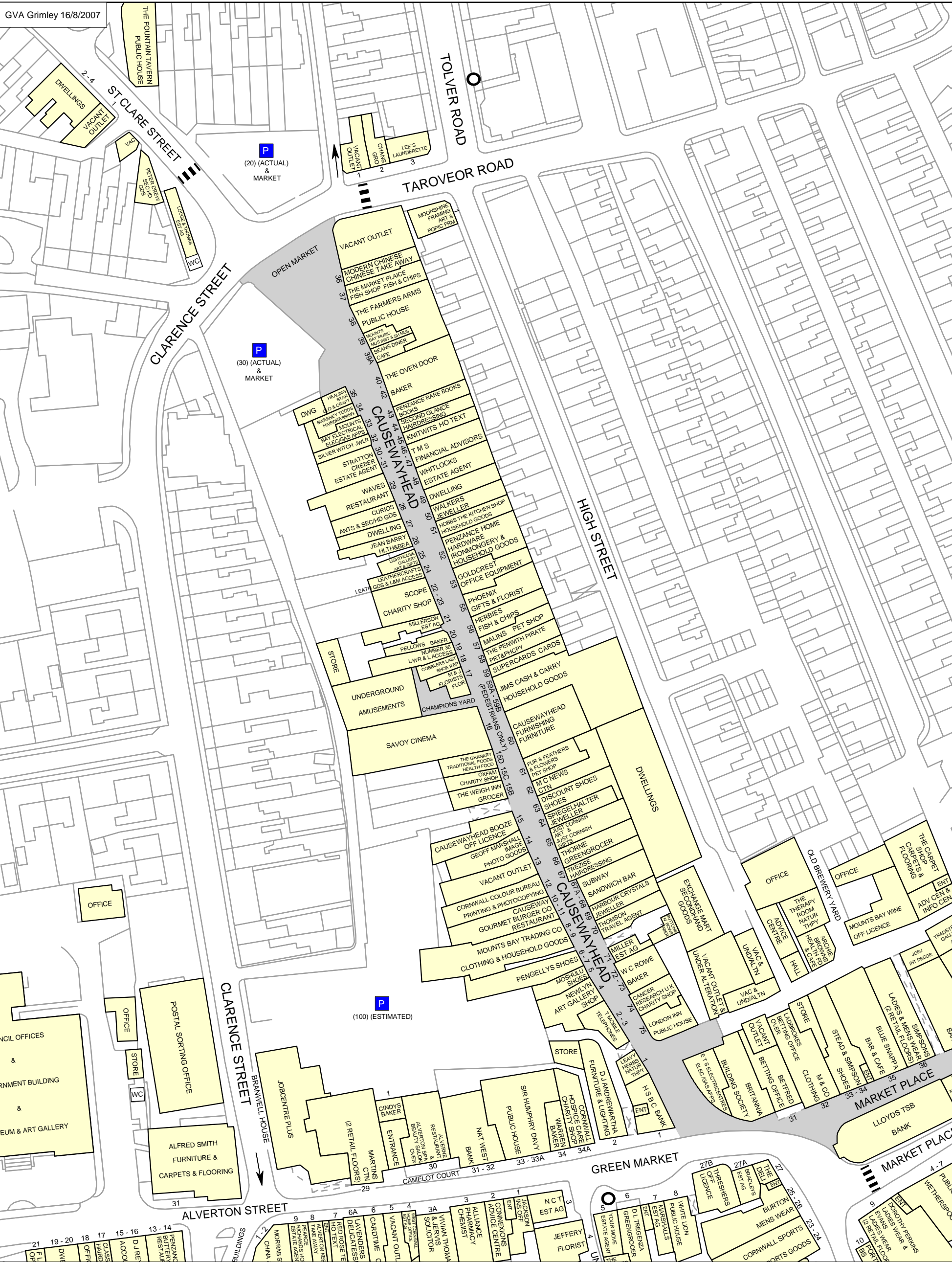
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GVA Grimley 16/8/2007

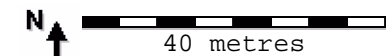




Appendix F
St Ives GOAD Plan

GVA Grimley 16/8/2007





Appendix G
Quantitative Leisure Assessment

TABLE 1: LEISURE EXPENDITURE PROJECTIONS IN PENWITH, 2006-2021

YEAR	POPULATION	PER CAPITA EXPENDITURE (£)	TOTAL LEISURE EXPENDITURE (£m)
2007	71563	1557	111.4
2012	73747	1719	126.8
2016	75495	1898	143.3
2021	77679	2096	162.8
Change, 2006-2011 (£m)	2184	162	15
%	3.1	10.4	13.8
Change, 2006-2016 (£m)	3932	341	32
%	5.5	21.9	28.6
Change, 2006-2021 (£m)	6116	539	51
%	8.5	34.6	46.1

Notes:

Per capita expenditure on leisure services and population data taken from EBS information.

Per capita expenditure projected forwards between 2006 and 2021 on the basis of a 2% increase per annum.

2005 PRICES

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TABLE 2: CINEMA ATTENDANCE RATES IN THE UK

YEAR	UK NATIONAL AVERAGE	
	ADMISSIONS (millions)	ADMISSIONS PER PERSON PER ANNUM
<i>Actual</i>		
1995	108.0	1.86
1996	124.0	2.13
1997	139.5	2.39
1998	135.5	2.32
1999	139.5	2.38
2000	142.5	2.43
2001	156.5	2.66
2002	176.0	2.99
2003	167.5	2.84
2004	171.5	2.90
2005	164.7	2.78
<i>Forecasted</i>		
2006	170.0	2.86
2007	175.0	2.94
2008	180.0	3.02
2009	185.0	3.10
2010	190.0	3.18
2011		3.25
2012		3.32
2013		3.39
2014		3.47
2015		3.55
2016		3.62
2017		3.62
2018		3.62
2019		3.62
2020		3.62
2021		3.62
2022		3.62
2023		3.62
2024		3.62
2025		3.62
2026		3.62

Notes

Data on UK admissions between 1995-2005 derived from 'Cinemagoing 15', published by Dodona Research
Admissions per person per annum from 2006 onwards projected forward on the basis of 2.2% growth per annum. After 2016, attendance held constant due to lack of available information.

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TABLE 3: CINEMA ATTENDANCE IN THE CATCHMENT AREA, 2006-2021

YEAR	POPULATION		CINEMA VISITS PER PERSON UK Average	TOTAL ATTENDANCE (millions) UK Average	PENWITH MARKET SHARE (%)	PENWITH ATTENDANCE (m)
2007	Zone 1	25006	2.86	0.07	95.2	0.07
	Zone 2	12126	2.86	0.03	82	0.03
	Zone 3	13878	2.86	0.04	56.7	0.02
	Zone 4	11687	2.86	0.03	57.5	0.02
	Zone 5	24776	2.86	0.07	7.4	0.01
	Zone 6	8866	2.86	0.03	100	0.03
	Zone 7	23611	2.86	0.07	2.1	0.00
	Zone 8	45143	2.86	0.13	0	0.00
	Total	87473		0.47		0.17
2012	Zone 1	25443	3.25	0.08	95.2	0.08
	Zone 2	12344	3.25	0.04	82	0.03
	Zone 3	14752	3.25	0.05	56.7	0.03
	Zone 4	12015	3.25	0.04	57.5	0.02
	Zone 5	25893	3.25	0.08	7.4	0.01
	Zone 6	9194	3.25	0.03	100	0.03
	Zone 7	24575	3.25	0.08	2.1	0.00
	Zone 8	47086	3.25	0.15	0	0.00
	Total	90447		0.56		0.20
2016	Zone 1	25792	3.62	0.09	95.2	0.09
	Zone 2	12519	3.62	0.05	82	0.04
	Zone 3	15451	3.62	0.06	56.7	0.03
	Zone 4	12277	3.62	0.04	57.5	0.03
	Zone 5	26877	3.62	0.10	7.4	0.01
	Zone 6	9456	3.62	0.03	100	0.03
	Zone 7	25347	3.62	0.09	2.1	0.00
	Zone 8	48749	3.62	0.18	0	0.00
	Total	92916		0.64		0.23
2021	Zone 1	26229	3.62	0.10	95.2	0.09
	Zone 2	12738	3.62	0.05	82	0.04
	Zone 3	16324	3.62	0.06	56.7	0.03
	Zone 4	12604	3.62	0.05	57.5	0.03
	Zone 5	27942	3.62	0.10	7.4	0.01
	Zone 6	9783	3.62	0.04	100	0.04
	Zone 7	26351	3.62	0.10	2.1	0.00
	Zone 8	50680	3.62	0.18	0	0.00
	Total	95837		0.66		0.23

Notes:

Population data derived from EBS information.

Cinema visits per person taken from Table 1.

Total attendance is the residual population multiplied by the number of visits per person.

Penwith market share data for 2007 taken from Penwith Household Survey, held constant over the period 2007-2021.

Penwith attendance is the market share applied to total attendance rates in the study area.

PENWITH DISTRICT COUNCIL
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TABLE 4: CINEMA CAPACITY IN THE CATCHMENT AREA, 2007-2021

YEAR	PENWITH ATTENDANCE (millions)	ATTENDANCE RATE PER SEAT	CINEMA SEAT POTENTIAL	CURRENT CINEMA SEATS	RESIDUAL CAPACITY
2007	0.17	217	785	740	45
2012	0.20	217	917	740	177
2016	0.23	217	1046	740	306
2021	0.23	217	1074	740	334

Notes

Attendance figures taken from Table 2.

Attendance rate per seat derived from data published by Dodona Research (Cinemagoing 15)

Cinema seat potential is the total attendance divided by the attendance rate per seat.

Current cinema seats taken from information contained within Cinemagoing 15.

Residual capacity is the cinema seat potential minus the current cinema seats.