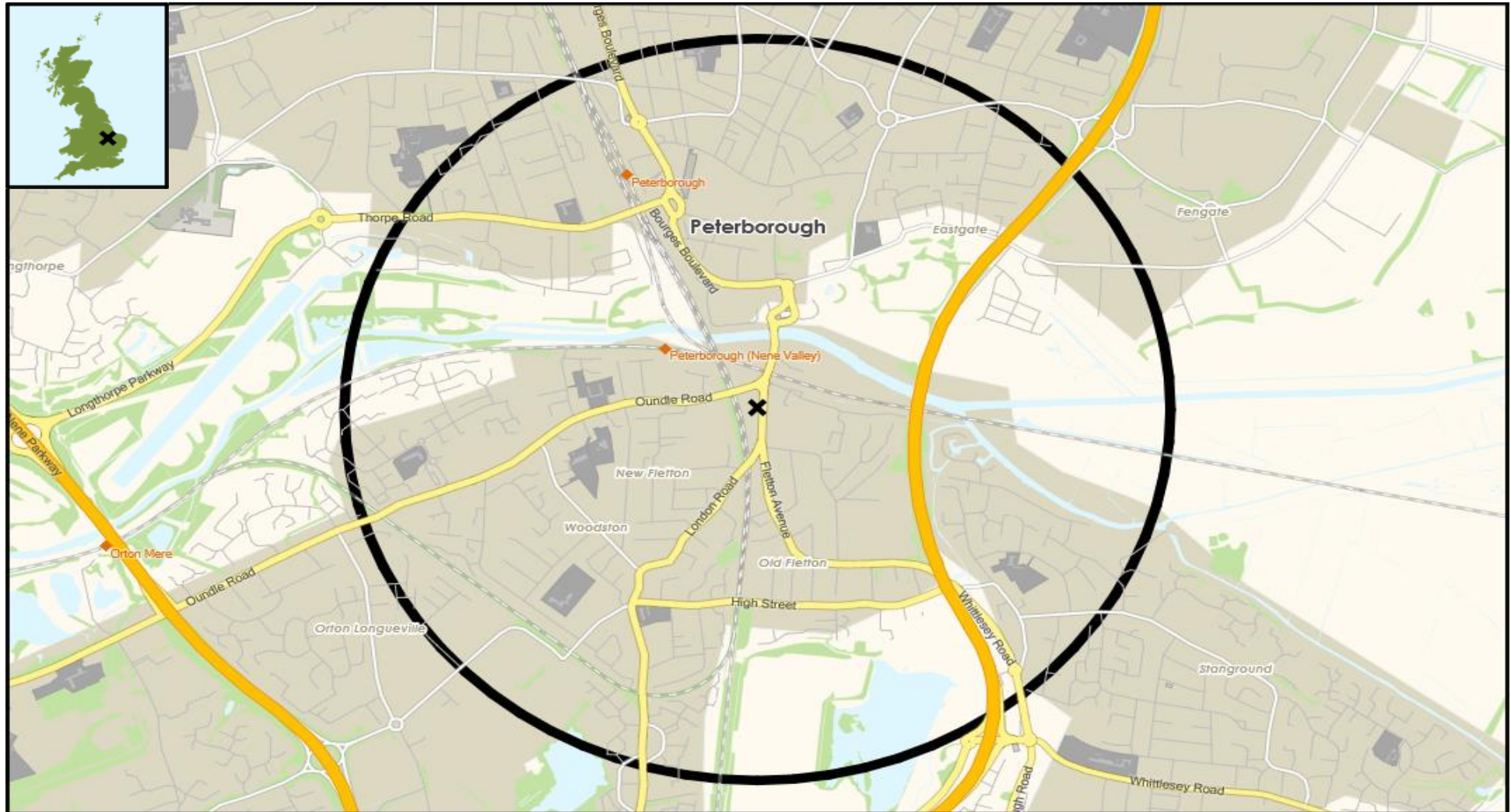


# MAP OF AREA

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Source: OS Open Data 2018

Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)

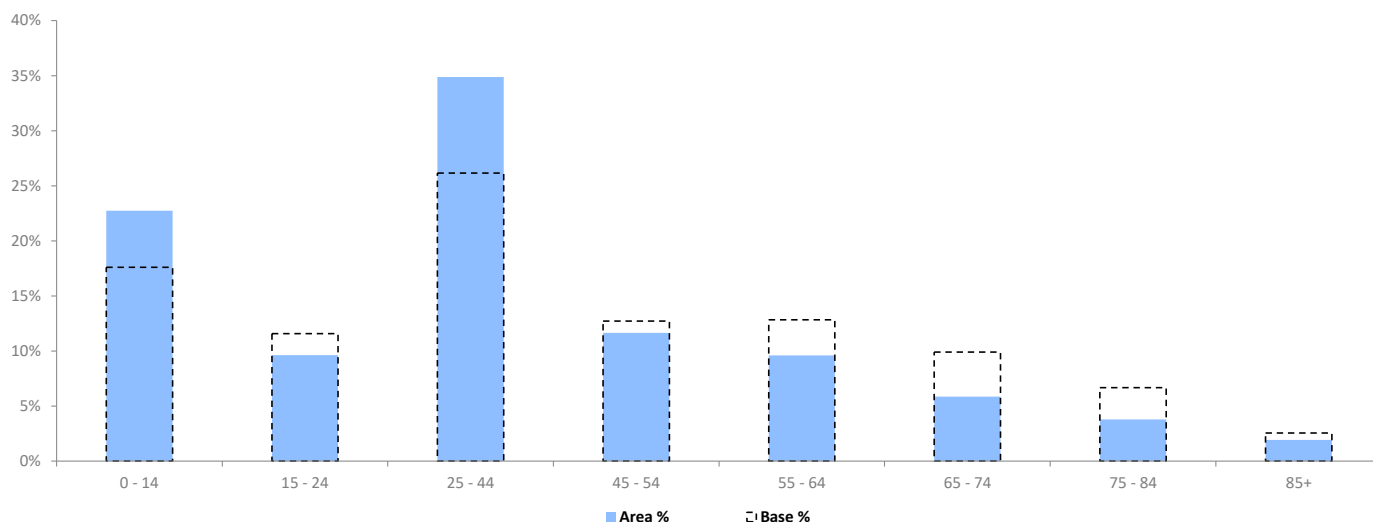


# POPULATION PROJECTIONS

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Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)  
Base: Great Britain  
Year: 2022

|                         | Area Profile  | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|-------------------------|---------------|--------|--------|-----------------|---|-----|-----|
| 0 - 14                  | 7,118         | 22.7   | 17.6   | <b>129</b>      |   |     |     |
| 15 - 24                 | 3,010         | 9.6    | 11.6   | 83              |   |     |     |
| 25 - 44                 | 10,915        | 34.9   | 26.2   | <b>133</b>      |   |     |     |
| 45 - 54                 | 3,642         | 11.6   | 12.7   | 91              |   |     |     |
| 55 - 64                 | 3,003         | 9.6    | 12.8   | 75              |   |     |     |
| 65 - 74                 | 1,829         | 5.8    | 9.9    | 59              |   |     |     |
| 75 - 84                 | 1,184         | 3.8    | 6.7    | 57              |   |     |     |
| 85+                     | 599           | 1.9    | 2.6    | 75              |   |     |     |
| <b>Total population</b> | <b>31,300</b> |        |        |                 |   |     |     |



# EXPENDITURE

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Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

## EXPENDITURE ESTIMATES PER WEEK

|   | Area Spend        | Area spend<br>per hhs | Base spend<br>per hhs | Index<br>av=100 | 0 | 100 | 200 |
|---|-------------------|-----------------------|-----------------------|-----------------|---|-----|-----|
| <b>COICOP Categories</b>                            |                   |                       |                       |                 |   |     |     |
| 1. Food & non-alcoholic beverages                   | £872,761          | £65.90                | £73.74                | 89              |   |     |     |
| 2. Alcoholic beverages, tobacco and narcotics       | £350,749          | £26.48                | £27.43                | 97              |   |     |     |
| 3. Clothing & Footwear                              | £487,802          | £36.83                | £41.92                | 88              |   |     |     |
| 4. Housing, water, electricity, gas and other fuels | £1,048,304        | £79.15                | £92.23                | 86              |   |     |     |
| 5. Furnishings, equipment and routine maintenance   | £397,721          | £30.03                | £39.49                | 76              |   |     |     |
| 6. Health   | £172,470          | £13.02                | £16.97                | 77              |   |     |     |
| 7. Transport  | £1,380,874        | £104.26               | £115.30               | 90              |   |     |     |
| 8. Communication                                    | £191,801          | £14.48                | £14.64                | 99              |   |     |     |
| 9. Recreation & Culture                             | £1,062,906        | £80.26                | £100.48               | 80              |   |     |     |
| 10. Education                                       | £243,311          | £18.37                | £22.34                | 82              |   |     |     |
| 11. Restaurants & Hotels                            | £939,878          | £70.97                | £82.30                | 86              |   |     |     |
| 12. Miscellaneous goods and services                | £1,192,559        | £90.05                | £104.94               | 86              |   |     |     |
| <b>Total Expenditure</b>                            | <b>£8,341,136</b> | <b>£629.80</b>        | <b>£731.77</b>        | <b>86</b>       |   |     |     |

Expenditure calculated for RF Centres includes weighted residential, worker and tourist spend; for RF catchments it includes weighted residential spend only. For all other catchments it includes residential, online and domestic tourist spend (all spend originating from these areas).

The figures are calculated from data from the Living Costs and Family (LCF) survey conducted by the Office for National Statistics. The analyses in this report are carried out by CACI and those who carried out the original collection and analysis of the data bear no responsibility for their further analysis or interpretation. The spend figures are based on current prices for the year stated at the top of the report. The Classification of Individual Consumption by Purpose (COICOP) is published by the UN Statistics Division to provide an international standard for the reporting of expenditure. Totals are controlled to national figures supplied by ONS Consumer Trends.

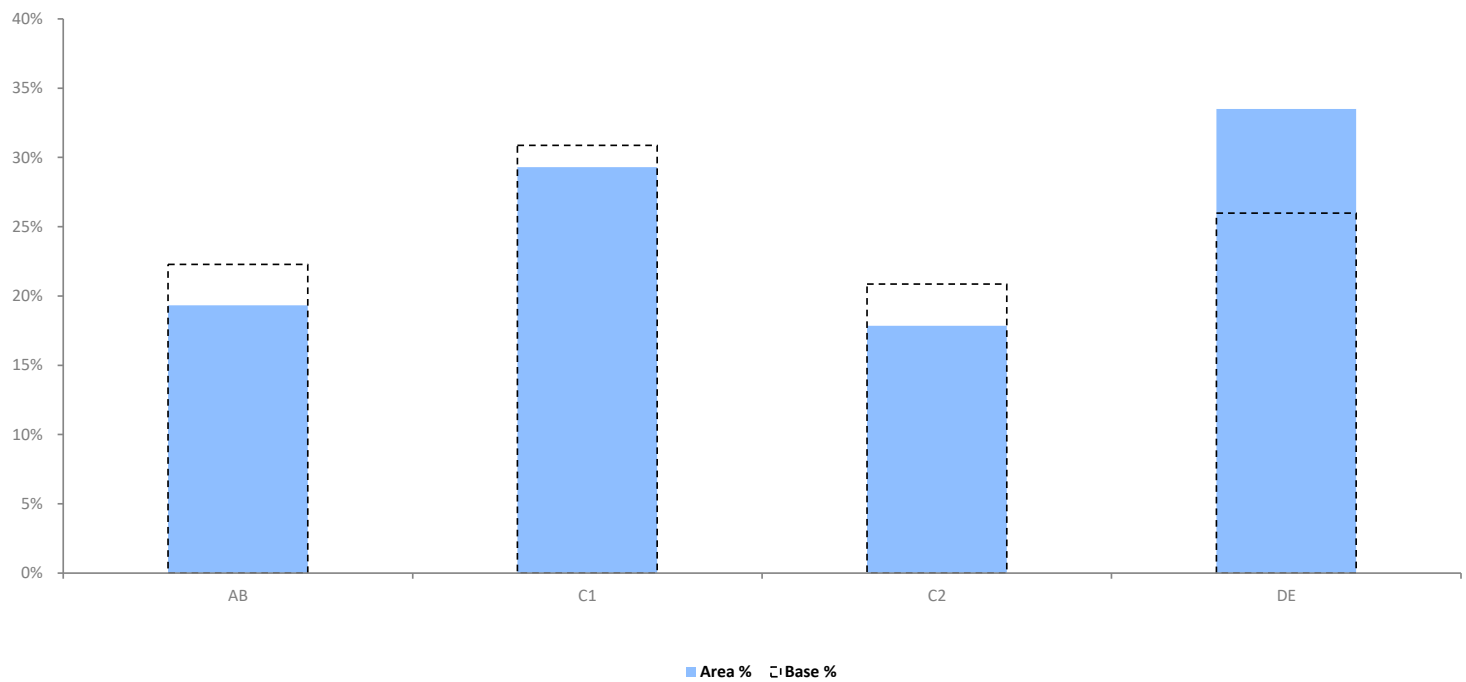
# UP TO DATE DEMOGRAPHICS

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|       |  |
|-------|--|
| Area: | P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour) |
| Base: | Great Britain  |
| Year: | 2022   |

## SOCIAL GRADE

|   | Area Profile  | Area % | Base % | Index<br>av=100 | 0 | 100 | 200 |
|---|---------------|--------|--------|-----------------|---|-----|-----|
| AB: Higher or intermediate managerial/admin/professional  | 2,555         | 19.3   | 22.3   | 87              |   |     |     |
| C1: Supervisory, clerical, jr managerial/admin/professional   | 3,872         | 29.3   | 30.9   | 95              |   |     |     |
| C2: Skilled manual workers  | 2,359         | 17.9   | 20.9   | 86              |   |     |     |
| DE: Semi-skilled and unskilled manual workers<br>/on state benefit,unemployed, lowest grade workers | 4,427         | 33.5   | 26.0   | 129             |   |     |     |
| <b>Total household reference persons aged 16 to 64</b>  | <b>13,213</b> |        |        |                 |   |     |     |



## CGA LICENCED PREMISES

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Area: P01188\_Peacock, Peterborough, PE2 8AR (1)

Base: Great Britain

Year: 2022

| Licence Type     | Profile | Per 1000<br>Pop (Area) | Per 1000<br>Pop (Base) | Index | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|-------|---|-----|-----|
| Pubs & Full On   | 34      | 108.6                  | 82.8                   | 131   |   |     |     |
| Proprietary Club | 2       | 6.4                    | 7.5                    | 86    |   |     |     |
| Registered Club  | 8       | 25.6                   | 28.7                   | 89    |   |     |     |
| Restaurant       | 26      | 83.1                   | 32.5                   | 256   |   |     |     |
| Residential      | 1       | 3.2                    | 2.8                    | 115   |   |     |     |

| Name                                   | Description                | License Type     | Owner Name                 | Postcode |
|--|----------------------------|------------------|----------------------------|----------|
| Queens Head                            | Wells & Co                 | Pubs & Full On   | Wells & Co                 | PE 1 1PA |
| Grain Barge Floating Peking Restaurant | Independent Free           | Restaurant       | Independent Free           | PE 1 1EG |
| Key Theatre                            | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 1EF |
| Metropolis Lounge                      | Independent Free           | Proprietary Club | Independent Free           | PE 1 1HA |
| Pizza Parlour & Music Café             | Independent Free           | Restaurant       | Independent Free           | PE 1 1LR |
| College Arms                           | Wetherspoons GB            | Pubs & Full On   | Wetherspoons GB            | PE 1 1RS |
| Bull Hotel                             | Peel Hotels                | Pubs & Full On   | Peel Hotels                | PE 1 1RB |
| Bombay Brasserie                       | Independent Free           | Restaurant       | Independent Free           | PE 1 1SB |
| Jenas                                  | Independent Free           | Restaurant       | Independent Free           | PE 1 1TU |
| Five Guys                              | Five Guys                  | Restaurant       | Five Guys                  | PE 1 1XB |
| Queensgate Hotel                       | Independent Free           | Pubs & Full On   | Independent Free           | PE 2 8AX |
| Ostrich Inn                            | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 2RA |
| Geneva                                 | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 2RR |
| Shah Jehan Tandoori Restaurant         | Independent Free           | Restaurant       | Independent Free           | PE 1 2TD |
| Peterboro Conservative Club            | Independent Free           | Registered Club  | Independent Free           | PE 1 4DA |
| Goodbarns Yard                         | Ei Group                   | Pubs & Full On   | Ei Group                   | PE 1 5DD |
| Pborough & District Ind Bowl Centre    | Independent Free           | Registered Club  | Independent Free           | PE 1 5HA |
| Cross Keys                             | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | PE 2 9QA |
| Woolpack                               | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | PE 2 8HR |
| Peterborough United Football Club      | Independent Free           | Registered Club  | Independent Free           | PE 2 8AL |
| Southgrove Community Centre            | Independent Free           | Registered Club  | Independent Free           | PE 2 9AG |
| Charlies Ayc                           | Independent Free           | Registered Club  | Independent Free           | PE 2 9AG |
| Coalheavers Arms                       | Independent Free           | Pubs & Full On   | Independent Free           | PE 2 9BH |
| FletWoodston Ex-Servicemens Working    | Independent Free           | Registered Club  | Independent Free           | PE 2 9EH |
| Palmerston Arms                        | George Bateman & Son       | Pubs & Full On   | George Bateman & Son       | PE 2 9PA |
| Thorpe Lodge Hotel                     | Independent Free           | Residential      | Independent Free           | PE 3 6JQ |
| Great Northern Hotel                   | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 1QL |
| Banyan Tree                            | Independent Free           | Restaurant       | Independent Free           | PE 1 1QA |
| Yard Of Ale                            | Ei Group                   | Pubs & Full On   | Ei Group                   | PE 2 9PA |
| Embassy                                | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | PE 1 1RS |
| Drapers Arms                           | Wetherspoons GB            | Pubs & Full On   | Wetherspoons GB            | PE 1 1LZ |
| Brewery Tap Brew Pub                   | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 2AA |
| Peacock                                | Admiral Taverns Ltd        | Pubs & Full On   | Admiral Taverns Ltd        | PE 2 8AR |
| Taj Mahal Restaurant                   | Independent Free           | Restaurant       | Independent Free           | PE 1 2RH |
| Sir Henry Royce                        | Stonegate Pub Company      | Pubs & Full On   | Stonegate Pub Company      | PE 1 1TA |
| Berneliu Uzeiga                        | Independent Free           | Restaurant       | Independent Free           | PE 1 2TD |
| ONeills                                | Mitchells & Butlers        | Pubs & Full On   | Mitchells & Butlers        | PE 1 1SQ |
| Charters Bar                           | Oaka Group                 | Pubs & Full On   | Oaka Group                 | PE 1 1FP |
| Coyotes                                | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 1FJ |
| 2020 World Buffet                      | *Other Small Retail Groups | Restaurant       | *Other Small Retail Groups | PE 1 1FJ |
| Broadway Theatre                       | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 1RT |
| East Restaurant                        | Independent Free           | Restaurant       | Independent Free           | PE 1 1FP |
| Angels                                 | Independent Free           | Proprietary Club | Independent Free           | PE 1 1FQ |
| Prezzo                                 | Prezzo plc                 | Restaurant       | Prezzo plc                 | PE 1 1NA |
| Park Inn                               | Radisson Hotel Group       | Pubs & Full On   | Radisson Hotel Group       | PE 1 1BA |
| Pizza Express                          | Hony Capital               | Restaurant       | Hony Capital               | PE 1 1XH |
| Nandos                                 | Nandos Restaurants         | Restaurant       | Nandos Restaurants         | PE 1 1XH |
| Resist Vegan Kitchen                   | Independent Free           | Restaurant       | Independent Free           | PE 1 1EF |
| Forty Two                              | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 1RS |
| Tap & Tandoor                          | Independent Free           | Restaurant       | Independent Free           | PE 1 1YR |
| Salamis Taverna                        | Independent Free           | Restaurant       | Independent Free           | PE 1 1SQ |
| Fratelli Tavola Calda                  | Independent Free           | Pubs & Full On   | Independent Free           | PE 1 1EL |
| Wildwood                               | Tasty                      | Restaurant       | Tasty                      | PE 1 1XH |

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Area: P01188\_Peacock, Peterborough, PE2 8AR (1)  
 Base: Great Britain  
 Year: 2022

| Licence Type     | Profile | Per 1000<br>Pop (Area) | Per 1000<br>Pop (Base) | Index      | 0 | 100 | 200 |
|------------------|---------|------------------------|------------------------|------------|---|-----|-----|
| Pubs & Full On   | 34      | 108.6                  | 82.8                   | <b>131</b> |   |     |     |
| Proprietary Club | 2       | 6.4                    | 7.5                    | 86         |   |     |     |
| Registered Club  | 8       | 25.6                   | 28.7                   | 89         |   |     |     |
| Restaurant       | 26      | 83.1                   | 32.5                   | <b>256</b> |   |     |     |
| Residential      | 1       | 3.2                    | 2.8                    | <b>115</b> |   |     |     |

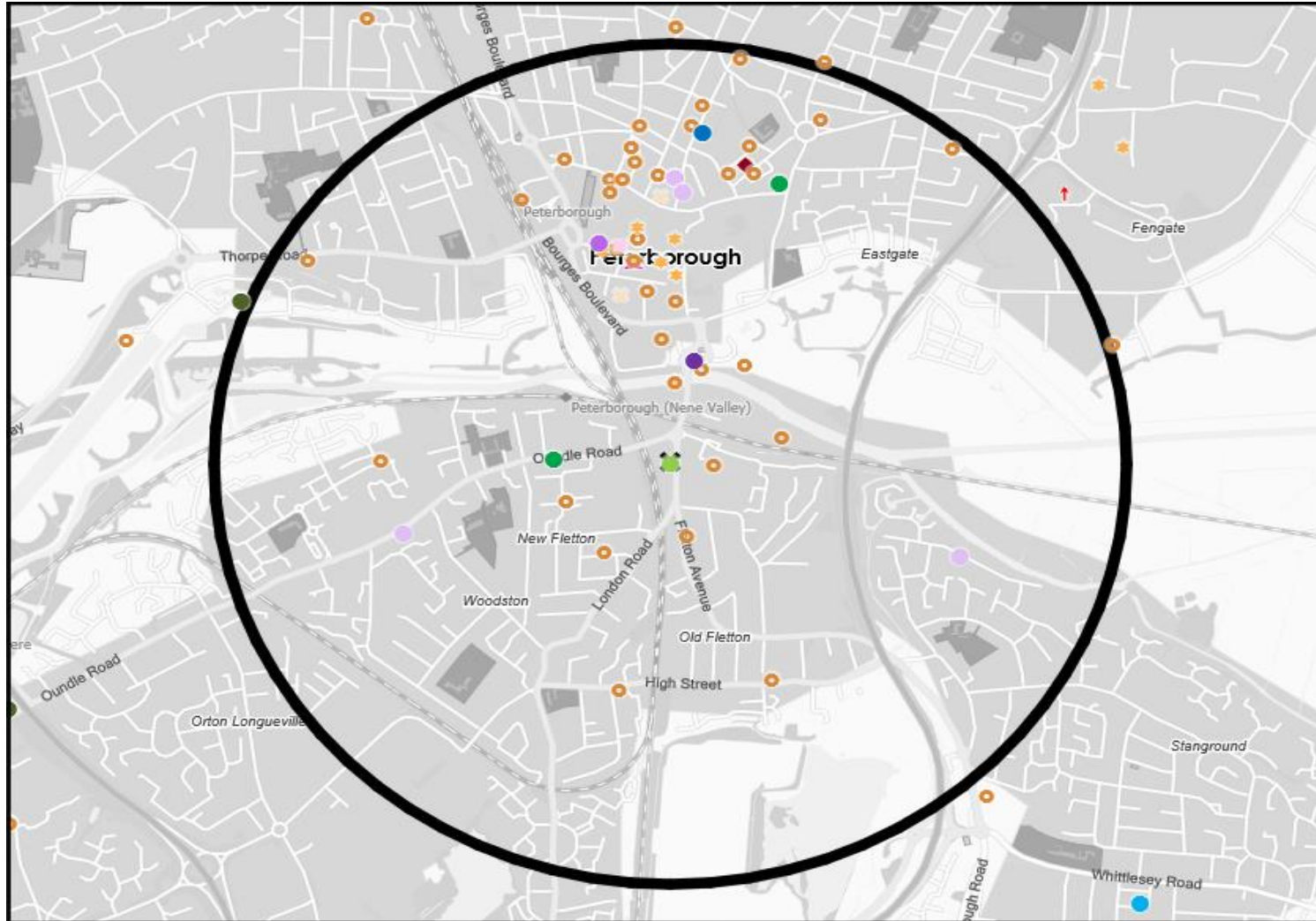
| Name                             | Description            | License Type    | Owner Name             | Postcode |
|----------------------------------|------------------------|-----------------|------------------------|----------|
| Sundays                          | Independent Free       | Restaurant      | Independent Free       | PE 1 1YR |
| Argo Lounge                      | Loungers               | Pubs & Full On  | Loungers               | PE 1 1HJ |
| Las Iguanas                      | Big Table Group Ltd    | Restaurant      | Big Table Group Ltd    | PE 1 1XB |
| Cote                             | Cote Restaurants       | Restaurant      | Cote Restaurants       | PE 1 1XB |
| Bumble Inn                       | Independent Free       | Pubs & Full On  | Independent Free       | PE 1 1RE |
| Wagamama                         | Restaurant Group       | Restaurant      | Restaurant Group       | PE 1 1YJ |
| Caribbean Centre                 | Independent Free       | Registered Club | Independent Free       | PE 1 5GD |
| Turtle Bay                       | Turtle Bay Restaurants | Restaurant      | Turtle Bay Restaurants | PE 1 1NH |
| Stoneworks                       | Independent Free       | Pubs & Full On  | Independent Free       | PE 1 1XB |
| Middletons Steak House           | Middletons Steak House | Restaurant      | Middletons Steak House | PE 1 1HJ |
| Turkish Kitchen                  | Independent Free       | Restaurant      | Independent Free       | PE 1 1FW |
| Peterborough Football And Sports | Independent Free       | Registered Club | Independent Free       | PE 2 9RE |
| Place To Eat                     | Independent Free       | Restaurant      | Independent Free       | PE 1 1NL |
| Premier Inn                      | Whitbread Hotels       | Pubs & Full On  | Whitbread              | PE 1 1EQ |
| Wonky Donkey                     | Independent Free       | Pubs & Full On  | Independent Free       | PE 2 8DR |
| Blind Tiger                      | Independent Free       | Pubs & Full On  | Independent Free       | PE 1 1LZ |
| Glo Golf                         | Independent Free       | Pubs & Full On  | Independent Free       | PE 1 1DH |
| Peterborough Embankment          | Independent Free       | Pubs & Full On  | Independent Free       | PE 2 8TY |

# MAP OF AREA

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Source: OS Open Data 2018

Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)



## KEY

### Large pub co's & bars

- Admiral Taverns Ltd
- Ei Group
- Greene King
- Marston's
- Mitchells & Butlers
- Punch Pub Company
- Stonegate Pub Company
- Star Pubs & Bars
- Wetherspoon
- Whitbread
- Shepherd Neame

### Small to medium pub co's & bars

- Family Brewers with pubs

- ✕ Hotels

- ★ Restaurants

- ↑ Leisure

- Independent

- ◆ Other








- ✕ Site Location

- Boundary

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)  
Base: Great Britain  
Year: 2022

| Acorn Category Description  |                           | Area Profile | % for Area | % for Base | Index 0 | 100         | 200 |
|---|---------------------------|--------------|------------|------------|---------|-------------|-----|
|        | 1 Affluent Achievers      | 602          | 4.6        | 22.0       | 21      | <div></div> |     |
|        | 2 Rising Prosperity       | 1,417        | 10.7       | 10.3       | 104     | <div></div> |     |
|        | 3 Comfortable Communities | 2,818        | 21.3       | 26.3       | 81      | <div></div> |     |
|        | 4 Financially Stretched   | 3,565        | 27.0       | 23.7       | 114     | <div></div> |     |
|        | 5 Urban Adversity         | 4,766        | 36.1       | 17.4       | 207     | <div></div> |     |
|        | 6 Not Private Households  | 45           | 0.3        | 0.3        | 102     | <div></div> |     |
|  Graph |                           |              |            |            |         |             |     |
| Total households  |                           | 13,213       |            |            |         |             |     |

Acorn Category Pen Portrait

5Urban Adversity

8.4M15.9%  
UK Adults of UK

Age range  
25-34

House type  
Flat or terraced

Financial situation  
Running into debtSaving a lot

House tenure  
Social renting

Children at home  
3+

Number of beds  
1-2

This category contains the most deprived areas of towns and cities across the UK. Household incomes are low, nearly always below the national average.

Acorn Groups within Category 5: Urban Adversity  
O Young Hardship32%  
P Struggling Estates41%  
Q Difficult Circumstances27%

CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN GROUP PROFILE - HOUSEHOLDS

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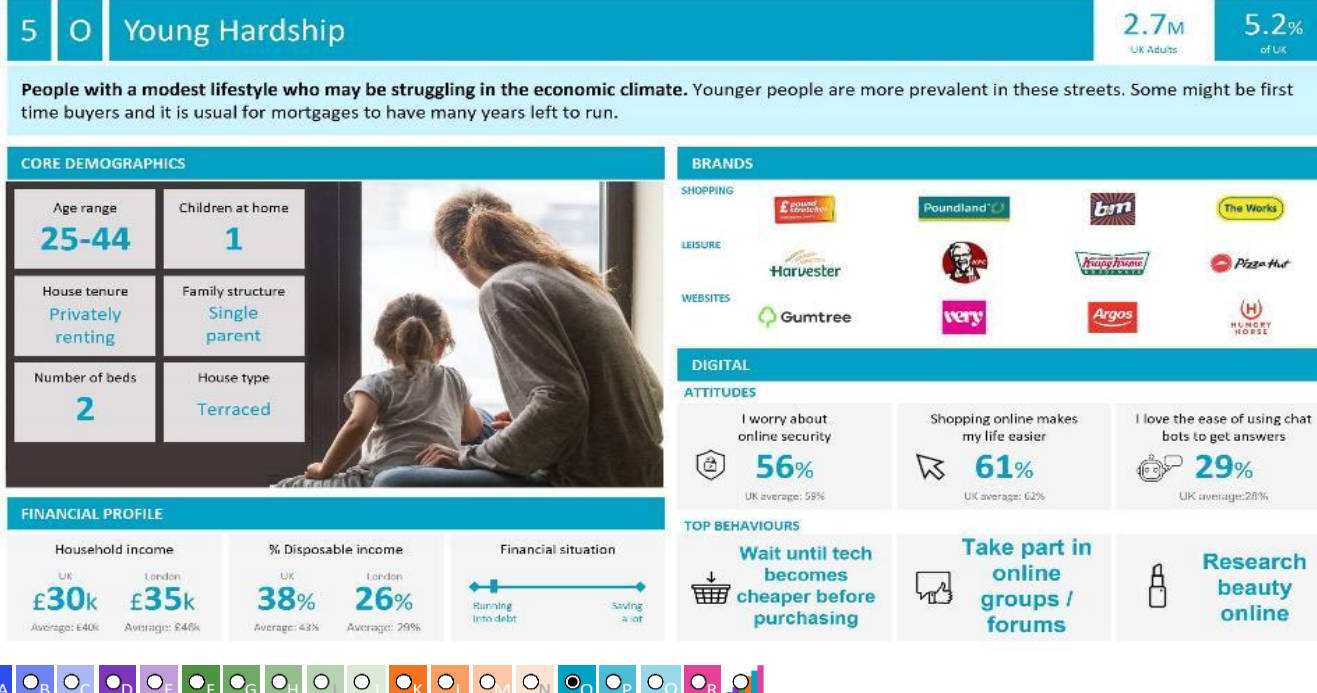
Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)

Base: Great Britain

Year: 2022

| Acorn Group Description           | Area Profile  | % for Area | % for Base | Index | 0 | 100 | 200 |
|-----------------------------------|---------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>      |               |            |            |       |   |     |     |
| 1.A Lavish Lifestyles             | 0             | 0.0        | 1.1        | 0     |   |     |     |
| 1.B Executive Wealth              | 457           | 3.5        | 11.2       | 31    |   |     |     |
| 1.C Mature Money                  | 145           | 1.1        | 9.6        | 11    |   |     |     |
| <b>2. Rising Prosperity</b>       |               |            |            |       |   |     |     |
| 2.D City Sophisticates            | 0             | 0.0        | 4.0        | 0     |   |     |     |
| 2.E Career Climbers               | 1,417         | 10.7       | 6.3        | 171   |   |     |     |
| <b>3. Comfortable Communities</b> |               |            |            |       |   |     |     |
| 3.F Countryside Communities       | 20            | 0.2        | 5.7        | 3     |   |     |     |
| 3.G Successful Suburbs            | 369           | 2.8        | 5.9        | 47    |   |     |     |
| 3.H Steady Neighbourhoods         | 360           | 2.7        | 7.4        | 37    |   |     |     |
| 3.I Comfortable Seniors           | 208           | 1.6        | 2.9        | 55    |   |     |     |
| 3.J Starting Out                  | 1,861         | 14.1       | 4.4        | 317   |   |     |     |
| <b>4. Financially Stretched</b>   |               |            |            |       |   |     |     |
| 4.K Student Life                  | 246           | 1.9        | 2.5        | 75    |   |     |     |
| 4.L Modest Means                  | 1,745         | 13.2       | 7.9        | 166   |   |     |     |
| 4.M Striving Families             | 1,076         | 8.1        | 7.5        | 109   |   |     |     |
| 4.N Poorer Pensioners             | 498           | 3.8        | 5.8        | 65    |   |     |     |
| <b>5. Urban Adversity</b>         |               |            |            |       |   |     |     |
| 5.O Young Hardship                | 3,746         | 28.4       | 6.2        | 457   |   |     |     |
| 5.P Struggling Estates            | 304           | 2.3        | 5.9        | 39    |   |     |     |
| 5.Q Difficult Circumstances       | 716           | 5.4        | 5.3        | 102   |   |     |     |
| <b>6. Not Private Households</b>  |               |            |            |       |   |     |     |
| 6.R Not Private Households        | 45            | 0.3        | 0.3        | 102   |   |     |     |
| <b>Total households</b>           | <b>13,213</b> |            |            |       |   |     |     |

## Acorn Group Pen Portrait



CATEGORY

GROUP

TYPE

MAP

WHAT IS ACORN?


## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)

Base: Great Britain

Year: 2022

Sort by:  Acorn Structure  
 Index  
 Profile %

| Acorn Type Description             |  | Area Profile  | % for Area | % for Base | Index | 0 | 100 | 200 |
|------------------------------------|--|---------------|------------|------------|-------|---|-----|-----|
| <b>1. Affluent Achievers</b>       |  |               |            |            |       |   |     |     |
| <b>1.A Lavish Lifestyles</b>       |  |               |            |            |       |   |     |     |
|                                    | 1.A.1 Exclusive enclaves   | 0             | 0.0        | 0.1        | 0     |   |     |     |
|                                    | 1.A.2 Metropolitan money   | 0             | 0.0        | 0.2        | 0     |   |     |     |
|                                    | 1.A.3 Large house luxury   | 0             | 0.0        | 0.9        | 0     |   |     |     |
| <b>1.B Executive Wealth</b>        |  |               |            |            |       |   |     |     |
|                                    | 1.B.4 Asset rich families  | 57            | 0.4        | 2.6        | 16    |   |     |     |
|                                    | 1.B.5 Wealthy countryside commuters                              | 0             | 0.0        | 2.4        | 0     |   |     |     |
|                                    | 1.B.6 Financially comfortable families                           | 260           | 2.0        | 2.2        | 90    |   |     |     |
|                                    | 1.B.7 Affluent professionals                                     | 0             | 0.0        | 0.8        | 0     |   |     |     |
|                                    | 1.B.8 Prosperous suburban families                               | 54            | 0.4        | 1.5        | 27    |   |     |     |
|                                    | 1.B.9 Well-off edge of towners                                   | 86            | 0.7        | 1.6        | 40    |   |     |     |
| <b>1.C Mature Money</b>            |  |               |            |            |       |   |     |     |
|                                    | 1.C.10 Better-off villagers                                      | 0             | 0.0        | 3.0        | 0     |   |     |     |
|                                    | 1.C.11 Settled suburbia, older people                            | 0             | 0.0        | 2.8        | 0     |   |     |     |
|                                    | 1.C.12 Retired and empty nesters                                 | 123           | 0.9        | 2.5        | 38    |   |     |     |
|                                    | 1.C.13 Upmarket downsizers                                       | 22            | 0.2        | 1.3        | 13    |   |     |     |
| <b>2. Rising Prosperity</b>        |  |               |            |            |       |   |     |     |
| <b>2.D City Sophisticates</b>      |  |               |            |            |       |   |     |     |
|                                    | 2.D.14 Townhouse cosmopolitans                                   | 0             | 0.0        | 0.7        | 0     |   |     |     |
|                                    | 2.D.15 Younger professionals in smaller flats                    | 0             | 0.0        | 1.5        | 0     |   |     |     |
|                                    | 2.D.16 Metropolitan professionals                                | 0             | 0.0        | 0.8        | 0     |   |     |     |
|                                    | 2.D.17 Socialising young renters                                 | 0             | 0.0        | 1.0        | 0     |   |     |     |
| <b>2.E Career Climbers</b>         |  |               |            |            |       |   |     |     |
|                                    | 2.E.18 Career driven young families                              | 336           | 2.5        | 1.9        | 133   |   |     |     |
|                                    | 2.E.19 First time buyers in small, modern homes                  | 1,080         | 8.2        | 3.3        | 245   |   |     |     |
|                                    | 2.E.20 Mixed metropolitan areas                                  | 1             | 0.0        | 1.0        | 1     |   |     |     |
| <b>3. Comfortable Communities</b>  |  |               |            |            |       |   |     |     |
| <b>3.F Countryside Communities</b> |  |               |            |            |       |   |     |     |
|                                    | 3.F.21 Farms and cottages  | 0             | 0.0        | 1.5        | 0     |   |     |     |
|                                    | 3.F.22 Older couples and families in rural areas                 | 0             | 0.0        | 1.0        | 0     |   |     |     |
|                                    | 3.F.23 Owner occupiers in small towns and villages               | 20            | 0.2        | 3.2        | 5     |   |     |     |
| <b>3.G Successful Suburbs</b>      |  |               |            |            |       |   |     |     |
|                                    | 3.G.24 Comfortably-off families in modern housing                | 351           | 2.7        | 2.7        | 100   |   |     |     |
|                                    | 3.G.25 Larger family homes, multi-ethnic areas                   | 0             | 0.0        | 0.8        | 0     |   |     |     |
|                                    | 3.G.26 Semi-professional families, owner occupied neighbourhoods | 18            | 0.1        | 2.4        | 6     |   |     |     |
| <b>3.H Steady Neighbourhoods</b>   |  |               |            |            |       |   |     |     |
|                                    | 3.H.27 Suburban semis, conventional attitudes                    | 322           | 2.4        | 3.4        | 71    |   |     |     |
|                                    | 3.H.28 Owner occupied terraces, average income                   | 11            | 0.1        | 1.6        | 5     |   |     |     |
|                                    | 3.H.29 Established suburbs, older families                       | 27            | 0.2        | 2.3        | 9     |   |     |     |
| <b>3.I Comfortable Seniors</b>     |  |               |            |            |       |   |     |     |
|                                    | 3.I.30 Older people, neat and tidy neighbourhoods                | 119           | 0.9        | 2.4        | 38    |   |     |     |
|                                    | 3.I.31 Elderly singles in purpose-built accommodation            | 89            | 0.7        | 0.5        | 139   |   |     |     |
| <b>3.J Starting Out</b>            |  |               |            |            |       |   |     |     |
|                                    | 3.J.32 Educated families in terraces, young children             | 868           | 6.6        | 2.1        | 309   |   |     |     |
|                                    | 3.J.33 Smaller houses and starter homes                          | 993           | 7.5        | 2.3        | 324   |   |     |     |
| <b>4. Financially Stretched</b>    |  |               |            |            |       |   |     |     |
| <b>4.K Student Life</b>            |  |               |            |            |       |   |     |     |
|                                    | 4.K.34 Student flats and halls of residence                      | 0             | 0.0        | 0.4        | 0     |   |     |     |
|                                    | 4.K.35 Term-time terraces  | 0             | 0.0        | 0.3        | 0     |   |     |     |
|                                    | 4.K.36 Educated young people in flats and tenements              | 246           | 1.9        | 1.9        | 100   |   |     |     |
| <b>4.L Modest Means</b>            |  |               |            |            |       |   |     |     |
|                                    | 4.L.37 Low cost flats in suburban areas                          | 263           | 2.0        | 1.4        | 139   |   |     |     |
|                                    | 4.L.38 Semi-skilled workers in traditional neighbourhoods        | 540           | 4.1        | 2.6        | 155   |   |     |     |
|                                    | 4.L.39 Fading owner occupied terraces                            | 498           | 3.8        | 2.9        | 130   |   |     |     |
|                                    | 4.L.40 High occupancy terraces, culturally diverse family areas  | 444           | 3.4        | 1.0        | 340   |   |     |     |
| <b>4.M Striving Families</b>       |  |               |            |            |       |   |     |     |
|                                    | 4.M.41 Labouring semi-rural estates                              | 0             | 0.0        | 1.6        | 0     |   |     |     |
|                                    | 4.M.42 Struggling young families in post-war terraces            | 416           | 3.1        | 1.6        | 192   |   |     |     |
|                                    | 4.M.43 Families in right-to-buy estates                          | 332           | 2.5        | 2.1        | 122   |   |     |     |
|                                    | 4.M.44 Post-war estates, limited means                           | 328           | 2.5        | 2.2        | 113   |   |     |     |
| <b>4.N Poorer Pensioners</b>       |  |               |            |            |       |   |     |     |
|                                    | 4.N.45 Pensioners in social housing, semis and terraces          | 39            | 0.3        | 0.8        | 38    |   |     |     |
|                                    | 4.N.46 Elderly people in social rented flats                     | 185           | 1.4        | 1.1        | 132   |   |     |     |
|                                    | 4.N.47 Low income older people in smaller semis                  | 78            | 0.6        | 2.3        | 26    |   |     |     |
|                                    | 4.N.48 Pensioners and singles in social rented flats             | 196           | 1.5        | 1.7        | 86    |   |     |     |
| <b>5. Urban Adversity</b>          |  |               |            |            |       |   |     |     |
| <b>5.O Young Hardship</b>          |  |               |            |            |       |   |     |     |
|                                    | 5.O.49 Young families in low cost private flats                  | 1,569         | 11.9       | 2.2        | 549   |   |     |     |
|                                    | 5.O.50 Struggling younger people in mixed tenure                 | 1,266         | 9.6        | 1.8        | 541   |   |     |     |
|                                    | 5.O.51 Young people in small, low cost terraces                  | 911           | 6.9        | 2.3        | 304   |   |     |     |
| <b>5.P Struggling Estates</b>      |  |               |            |            |       |   |     |     |
|                                    | 5.P.52 Poorer families, many children, terraced housing          | 203           | 1.5        | 1.6        | 97    |   |     |     |
|                                    | 5.P.53 Low income terraces                                       | 0             | 0.0        | 0.8        | 0     |   |     |     |
|                                    | 5.P.54 Multi-ethnic, purpose-built estates                       | 0             | 0.0        | 1.1        | 0     |   |     |     |
|                                    | 5.P.55 Deprived and ethnically diverse in flats                  | 0             | 0.0        | 0.8        | 0     |   |     |     |
|                                    | 5.P.56 Low income large families in social rented semis          | 101           | 0.8        | 1.6        | 47    |   |     |     |
| <b>5.Q Difficult Circumstances</b> |  |               |            |            |       |   |     |     |
|                                    | 5.Q.57 Social rented flats, families and single parents          | 104           | 0.8        | 1.5        | 52    |   |     |     |
|                                    | 5.Q.58 Singles and young families, some receiving benefits       | 260           | 2.0        | 1.8        | 111   |   |     |     |
|                                    | 5.Q.59 Deprived areas and high-rise flats                        | 352           | 2.7        | 2.0        | 133   |   |     |     |
| <b>6. Not Private Households</b>   |  |               |            |            |       |   |     |     |
| <b>6.R Not Private Households</b>  |  |               |            |            |       |   |     |     |
|                                    | 6.R.60 Active communal population                                | 42            | 0.3        | 0.1        | 542   |   |     |     |
|                                    | 6.R.61 Inactive communal population                              | 3             | 0.0        | 0.3        | 8     |   |     |     |
|                                    | 6.R.62 Business areas without resident population                | 0             | 0          | 0          | 0     |   |     |     |
| <b>Total households</b>            |  | <b>13,213</b> |            |            |       |   |     |     |

CATEGORY

GROUP

TYPE

MAP

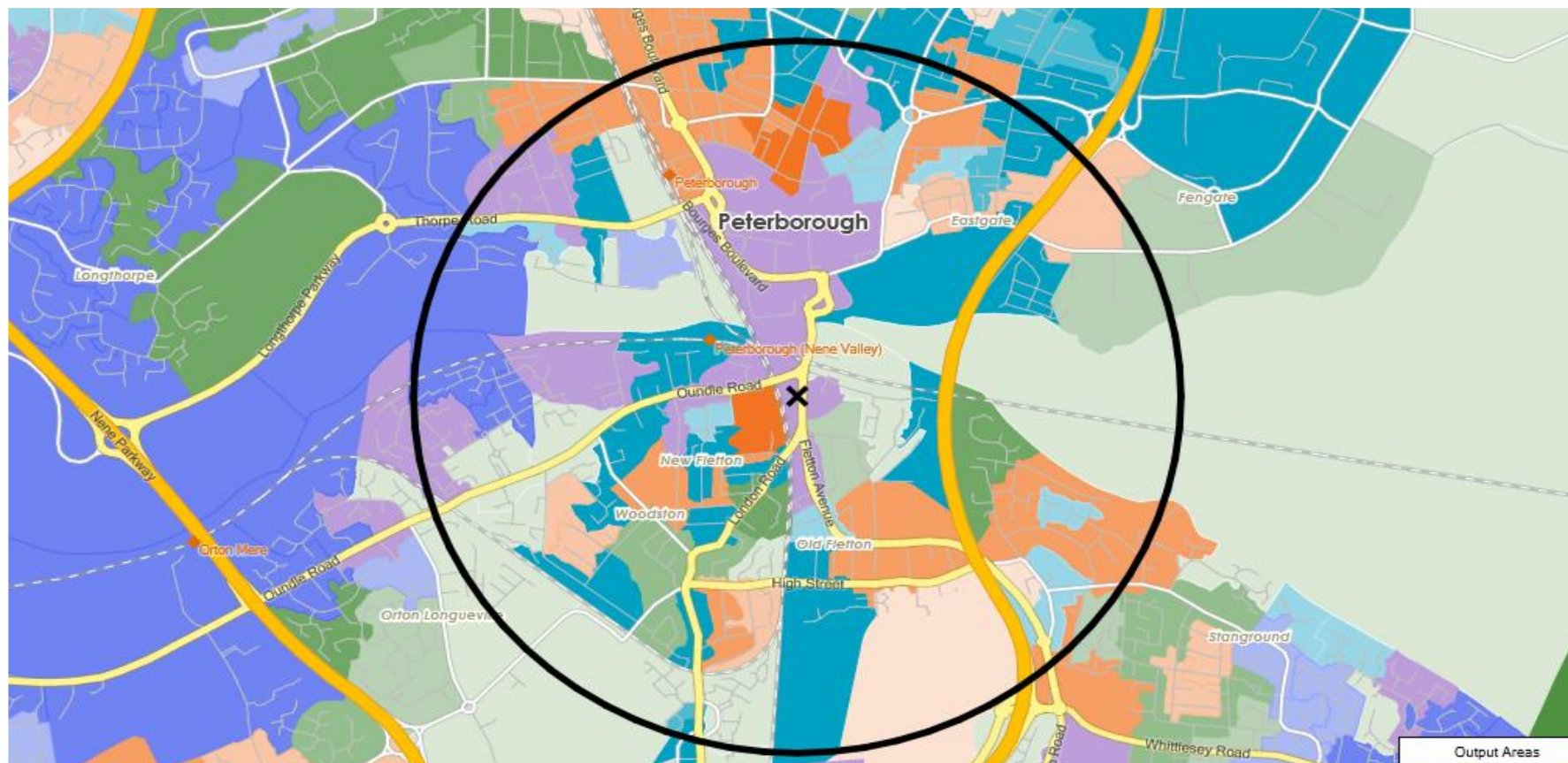
WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

Area: P01188\_Peacock, Peterborough, PE2 8AR (1 Mile contour)

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CATEGORY

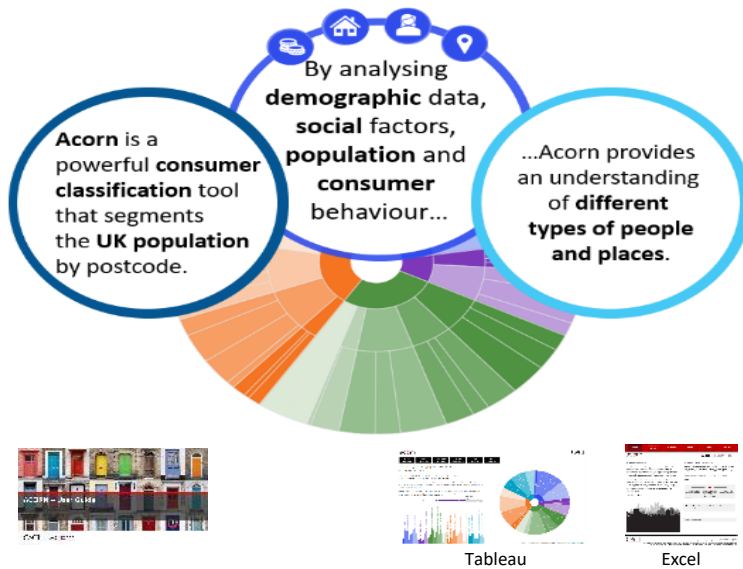
GROUP

TYPE

MAP

WHAT IS ACORN?

## ACORN - WHAT IS IT?

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6 CATEGORIES

18 GROUPS

62 TYPES

|                            |                            |       |
|----------------------------|----------------------------|-------|
| 1. Affluent Achievers      | A. Lavish Lifestyles       | 1-3   |
|                            | B. Executive Wealth        | 4-9   |
|                            | C. Mature Money            | 10-13 |
| 2. Rising Prosperity       | D. City Sophisticates      | 14-17 |
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|                            | F. Countryside Communities | 21-23 |
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| 4. Financially Stretched   | R. Not Private Households  | 60-62 |
| 5. Urban Adversity         |                            |       |
| 6. Not Private Households  |                            |       |

