

MAP OF AREA

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Source: OS Open Data 2018

Area: P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour) Peterborough High Street Whittlesey Road



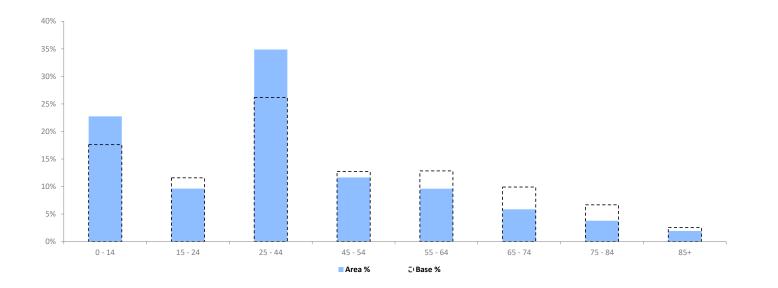
POPULATION PROJECTIONS

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Area: P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour)

Base: Great Britain Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	7,118	22.7	17.6	129			
15 - 24 25 - 44	3,010 10,915	9.6 34.9	11.6 26.2	83 133			
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+ Total population	599 31,300	1.9	2.6	75			





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 per hhs	Base spend per hhs	Index av=100	0	100	200
COICOP Categories							
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			
Total Expenditure	£8,341,136	£629.80	£731.77	86			

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)

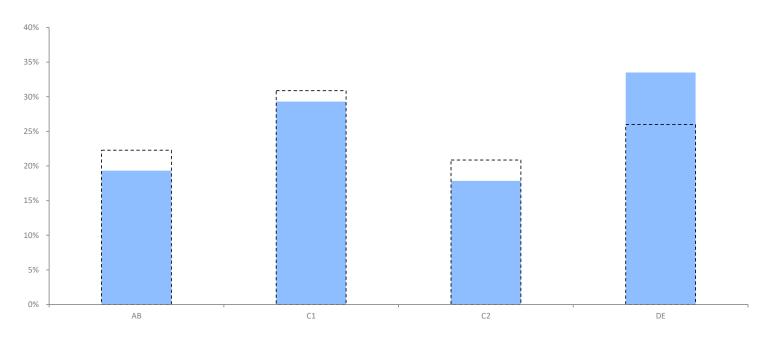
Base: Great Britain Year: 2022

SOCIAL GRADE

	Area Profile	Area %	Base %	Index	0	100	200
	Arearronic	Alca /o	Du3C 70	av=100	· ·	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	4,427	33.5	26.0	129			

/on state benefit,unemployed, lowest grade workers

Total household reference persons aged 16 to 64 13,213



Area % ZI Base %



CGA LICENCED PREMISES

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Area: P01188_Peacock, Peterborough, PE2 8AR (1 Base: Great Britain

2022 Year:

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 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			

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East RestaurantIndependent FreeRestaurantIndependent FreePE 1 IFPAngelsIndependent FreeProprietary ClubIndependent FreePE 1 IFQPrezzoPrezzo plcRestaurantPrezzo plcPE 1 INAPark InnRadisson Hotel GroupPubs & Full OnRadisson Hotel GroupPE 1 IBAPizza ExpressHony CapitalRestaurantHony CapitalPE 1 XHNandosNandos RestaurantsRestaurantNandos RestaurantsPE 1 XHResist Vegan KitchenIndependent FreeRestaurantIndependent FreePE 1 IEF	2020 World Buffet	*Other Small Retail Groups	Restaurant	*Other Small Retail Groups	PE 1 1FJ
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- · · · · · · · · · · · · · · · · · · ·	Nandos	Nandos Restaurants	Restaurant	Nandos Restaurants	PE 1 1XH
Forty Two Independent Free Pubs & Full On Independent Free PE 1 1RS	=	Independent Free	Restaurant	•	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	Tap & Tandoor	Independent Free	Restaurant	Independent Free	PE 1 1YR
Salamis Taverna Independent Free Restaurant Independent Free PE 1 1SQ	Salamis Taverna	Independent Free	Restaurant	Independent Free	PE 1 1SQ
Fratelli Tavola Calda Independent Free Pubs & Full On Independent Free PE 1 1EL		Independent Free	Pubs & Full On	Independent Free	PE 1 1EL
Wildwood Tasty Restaurant Tasty PE 1 1XH	Wildwood	Tasty	Restaurant	Tasty	PE 1 1XH



CGA LICENCED PREMISES

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Area: P01188_Peacock, Peterborough, PE2 8AR (1 Great Britain 2022 Base:

Year:

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 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			

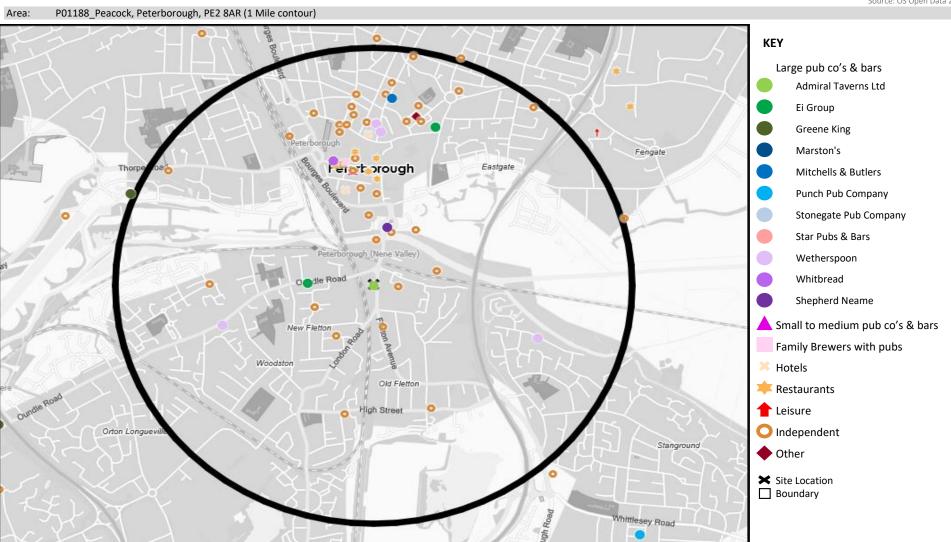
Name	Description	License Type	Owner Name	Postcode
Sundays	Independent Free	Restaurant	Independent Free	PE 1 1YR
Argo Lounge	Loungers	Pubs & Full On	Loungers	PE 1 1HJ
Las Iguanas	Big Table Group Ltd	Restaurant	Big Table Group Ltd	PE 1 1XB
Cote	Cote Restaurants	Restaurant	Cote Restaurants	PE 1 1XB
Bumble 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







CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN CATEGORY PROFILE - HOUSEHOLDS

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Area: P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour)

Total households

Base: Great Year: 2022

Acorn Cat	egory D	escription	Area Profile	% for Area	% for Base	Index 0	100	200
O	1	Affluent Achievers	602	4.6	22.0	21		
O	2	Rising Prosperity	1,417	10.7	10.3	104		
0	3	Comfortable Communities	2,818	21.3	26.3	81		
0	4	Financially Stretched	3,565	27.0	23.7	114		
(5	Urban Adversity	4,766	36.1	17.4	207		
0	6	Not Private Households	45	0.3	0.3	102		
O	Grapl	h						

13,213

Acorn Category Pen Portrait 8.4_M 15.9% **Urban Adversity** Age range House type 25-34 Flat or terraced Financial situation House tenure Social renting Children at home Number of beds This category contains the most deprived areas of towns and O Young Hardship P Struggling Estates cities across the UK. Household incomes are low, nearly always below the national average. Q Difficult Circumstances 000000







CATEGORY **GROUP** TYPE MAP WHAT IS ACORN?

ACORN GROUP PROFILE - HOUSEHOLDS

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Area: P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour) Great Britain

Base: Year: 2022

n Group De	scription	Area Profile	% for Area	% for Base	Index 0	100	
1. Afflue	nt Achievers						
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		
2. Rising	Prosperity						
2.D	City Sophisticates	0	0.0	4.0	0		
2.E	Career Climbers	1,417	10.7	6.3	171		
3. Comfo	rtable Communities						
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		
3.1	Comfortable Seniors	208	1.6	2.9	55		
3.J	Starting Out	1,861	14.1	4.4	317		
4. Financ	ially Stretched						
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		
5. Urban	Adversity						
5.0	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		
6. Not Pr	ivate Households						
6.R	Not Private Households	45	0.3	0.3	102		
Takal b	aah alda	12.212					
Total h	ouseholds	13,213					

Acorn Group Pen Portrait



 $\bullet_{\mathsf{A}} \bullet_{\mathsf{B}} \bullet_{\mathsf{C}} \bullet_{\mathsf{D}} \bullet_{\mathsf{E}} \bullet_{\mathsf{F}} \bullet_{\mathsf{G}} \bullet_{\mathsf{H}} \bullet_{\mathsf{O}} \bullet_{\mathsf{O}} \bullet_{\mathsf{K}} \bullet_{\mathsf{L}} \bullet_{\mathsf{O}} \bullet_{\mathsf{M}} \bullet_{\mathsf{O}} \bullet_{\mathsf{D}} \bullet$

People with a modest lifestyle who may be struggling in the economic climate. Younger people are more prevalent in these streets. Some might be first time buyers and it is usual for mortgages to have many years left to run.





5.2%

2.7_M



2022

Year:

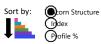
CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN TYPE PROFILE - HOUSEHOLDS

P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour) Area:

Base:

Great Britain



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orn Type Description			Area Profile	% for Area	% for Base	Index	0 100
Affluent Achievers							
L.A Lavish Lifestyles	1.A.1 1.A.2 1.A.3	Exclusive enclaves Metropolitan money Large house luxury	0 0 0	0.0 0.0 0.0	0.1 0.2 0.9	0 0 0	
L.G. Mature Manage	1.B.4 1.B.5 1.B.6 1.B.7 1.B.8 1.B.9	Asset rich families Wealthy countryside commuters Financially comfortable families Affluent professionals Prosperous suburban families Well-off edge of towners	57 0 260 0 54 86	0.4 0.0 2.0 0.0 0.4 0.7	2.6 2.4 2.2 0.8 1.5 1.6	16 0 90 0 27 40	=
.C Mature Money	1.C.12	Better-off villagers Settled suburbia, older people Retired and empty nesters Upmarket downsizers	0 0 123 22	0.0 0.0 0.9 0.2	3.0 2.8 2.5 1.3	0 0 38 13	
Rising Prosperity D City Sophisticates	2 D 14	Townhouse cosmonolitors	0	0.0	0.7	0	
N. F. Courses Climbars	2.D.15 2.D.16	Townhouse cosmopolitans Younger professionals in smaller flats Metropolitan professionals Socialising young renters	0 0 0	0.0 0.0 0.0 0.0	1.5 0.8 1.0	0 0 0	
2.E Career Climbers	2.E.19	Career driven young families First time buyers in small, modern homes Mixed metropolitan areas	336 1,080 1	2.5 8.2 0.0	1.9 3.3 1.0	133 245 1	_=
Comfortable Communities S.F Countryside Communities	3 F 21	Farms and cottages	0	0.0	1.5	0	
.G Successful Suburbs	3.F.22 3.F.23	Older couples and families in rural areas Owner occupiers in small towns and villages	0 20	0.0 0.2	1.0 3.2	0 5	
.H Steady Neighbourhoods		Comfortably-off families in modern housing Larger family homes, multi-ethnic areas Semi-professional families, owner occupied neighbourhoods	351 0 18	2.7 0.0 0.1	2.7 0.8 2.4	100 0 6	
3.I Comfortable Seniors	3.H.28	Suburban semis, conventional attitudes Owner occupied terraces, average income Established suburbs, older families	322 11 27	2.4 0.1 0.2	3.4 1.6 2.3	71 5 9	
5.1 Comfortable Semors	3.I.30 3.I.31	Older people, neat and tidy neighbourhoods Elderly singles in purpose-built accommodation	119 89	0.9 0.7	2.4 0.5	38 139	
3.J Starting Out	3.J.32 3.J.33	Educated families in terraces, young children Smaller houses and starter homes	868 993	6.6 7.5	2.1 2.3	309 324	
Financially Stretched I.K Student Life	4 1/ 24	Student flats and halls of residence	0	0.0	0.4	0	
I.L Modest Means	4.K.35 4.K.36	Student flats and halls of residence Term-time terraces Educated young people in flats and tenements	0 246	0.0 1.9	0.3 1.9	0 100	
	4.L.37 4.L.38 4.L.39 4.L.40	Low cost flats in suburban areas Semi-skilled workers in traditional neighbourhoods Fading owner occupied terraces High occupancy terraces, culturally diverse family areas	263 540 498 444	2.0 4.1 3.8 3.4	1.4 2.6 2.9 1.0	139 155 130 340	
M Striving Families	4.M.42 4.M.43	Labouring semi-rural estates Struggling young families in post-war terraces Families in right-to-buy estates Post-war estates, limited means	0 416 332 328	0.0 3.1 2.5 2.5	1.6 1.6 2.1 2.2	0 192 122 113	_
.N Poorer Pensioners	4.N.45 4.N.46 4.N.47	Pensioners in social housing, semis and terraces Elderly people in social rented flats Low income older people in smaller semis Pensioners and singles in social rented flats	39 185 78 196	0.3 1.4 0.6 1.5	0.8 1.1 2.3 1.7	38 132 26 86	
Urban Adversity O Young Hardship	F 0 **	Value families is law east of the flat	4.555		2.2	- 40	
.P Struggling Estates	5.0.50	Young families in low cost private flats Struggling younger people in mixed tenure Young people in small, low cost terraces	1,569 1,266 911	11.9 9.6 6.9	2.2 1.8 2.3	549 541 304	
2 249 11 2	5.P.53 5.P.54 5.P.55	Poorer families, many children, terraced housing Low income terraces Multi-ethnic, purpose-built estates Deprived and ethnically diverse in flats Low income large families in social rented semis	203 0 0 0 101	1.5 0.0 0.0 0.0 0.0	1.6 0.8 1.1 0.8 1.6	97 0 0 0 47	
.Q Difficult Circumstances	5.Q.58	Social rented flats, families and single parents Singles and young families, some receiving benefits Deprived areas and high-rise flats	104 260 352	0.8 2.0 2.7	1.5 1.8 2.0	52 111 133	
Not Private Households J.R Not Private Households	6.0.00	Active communal population	42	0.3	0.4	F 42	
	6.R.61	Active communal population Inactive communal population Business areas without resident population	42 3 0	0.3 0.0 0	0.1 0.3 0	542 8 0	
		Total households	13,213				





CATEGORY GROUP TYPE MAP WHAT IS ACORN?

DOMINANT ACORN GROUP - HOUSEHOLDS

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Output Areas

P01188_Peacock, Peterborough, PE2 8AR (1 Mile contour) Source: OS Open Data 2018 Area: Dominant Acorn Category 0 % Affluent Achievers 0 % Rising Prosperity % Comfortable Communities % Financially Stretched % Urban Adversity Peterborough Dominant Acorn Group **Acorn Groups** 1.A Lavish Lifestyles 1.B Executive Wealth 1.C Mature Money 2.D City Sophisticates 2.E Career Climbers 3.F Countryside Communities 3.G Successful Suburbs 3.H Steady Neighbourhoods 3.I Comfortable Seniors 3.J Starting Out 4.K Student Life 4.L Modest Means 4.M Striving Families 4.N Poorer Pensioners 5.0 Young Hardship 5.P Struggling Estates 5.Q Difficult Circumstances 6.R Not Private Households Area boundary sey Road







CATEGORY GROUP TYPE MAP WHAT IS ACORN?

ACORN - WHAT IS IT?

