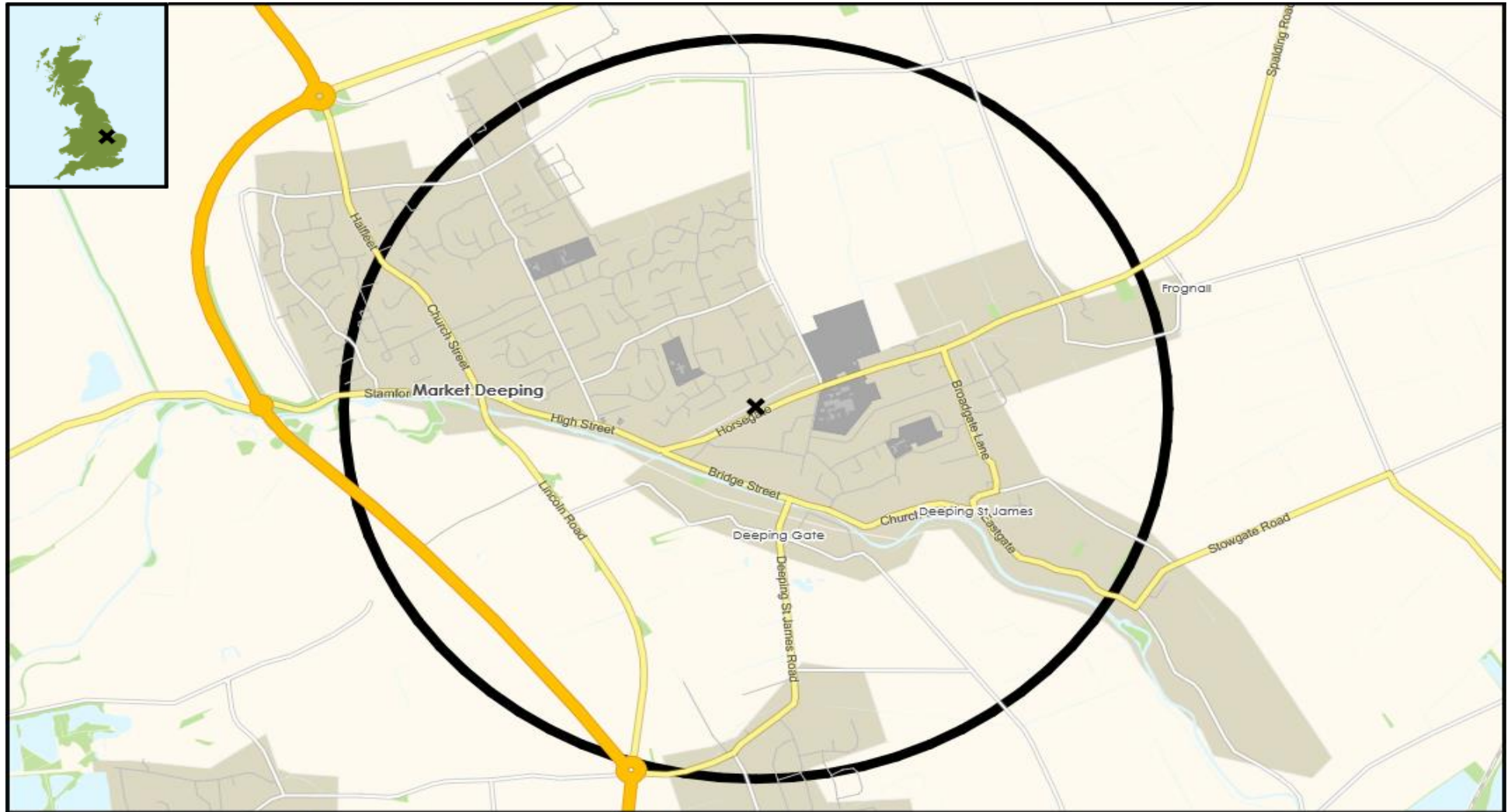


# MAP OF AREA

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Source: OS Open Data 2018

Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (1 Mile contour)



# POPULATION PROJECTIONS

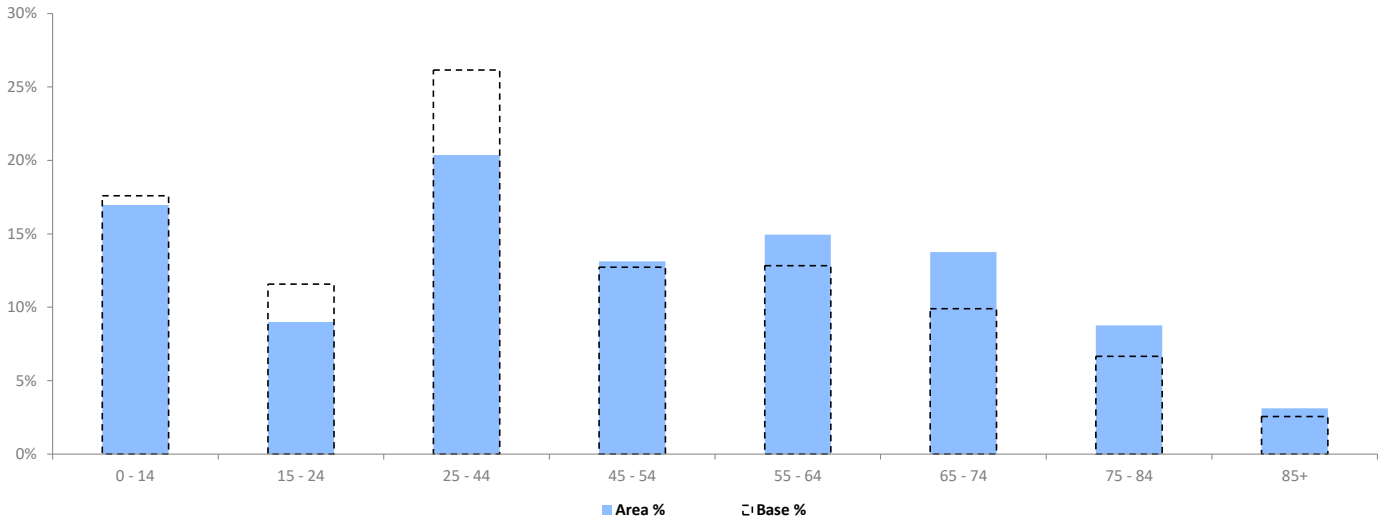
© 2023 CACI Limited and all other applicable third party notices (Population Estimates and Projections) can be found at [www.caci.co.uk/copyrightnotices.pdf](http://www.caci.co.uk/copyrightnotices.pdf)

Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (1 Mile contour)

Base: Great Britain

Year: 2022

	Area Profile	Area %	Base %	Index av=100	0	100	200
0 - 14	2,077	17.0	17.6	96			
15 - 24	1,101	9.0	11.6	78			
25 - 44	2,494	20.4	26.2	78			
45 - 54	1,607	13.1	12.7	103			
55 - 64	1,829	14.9	12.8	116			
65 - 74	1,684	13.8	9.9	139			
75 - 84	1,073	8.8	6.7	132			
85+	381	3.1	2.6	122			
<b>Total population</b>	<b>12,246</b>						



# EXPENDITURE

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Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (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
<b>COICOP Categories</b>							
1. Food & non-alcoholic beverages	£401,798	£74.45	£73.74	101			
2. Alcoholic beverages, tobacco and narcotics	£145,052	£26.88	£27.43	98			
3. Clothing & Footwear	£227,071	£42.07	£41.92	100			
4. Housing, water, electricity, gas and other fuels	£462,190	£85.64	£92.23	93			
5. Furnishings, equipment and routine maintenance	£232,816	£43.14	£39.49	109			
6. Health	£95,048	£17.61	£16.97	104			
7. Transport	£628,506	£116.45	£115.30	101			
8. Communication	£85,310	£15.81	£14.64	108			
9. Recreation & Culture	£573,577	£106.28	£100.48	106			
10. Education	£117,586	£21.79	£22.34	98			
11. Restaurants & Hotels	£433,901	£80.40	£82.30	98			
12. Miscellaneous goods and services	£579,114	£107.30	£104.94	102			
<b>Total Expenditure</b>	<b>£3,981,969</b>	<b>£737.81</b>	<b>£731.77</b>	<b>101</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.

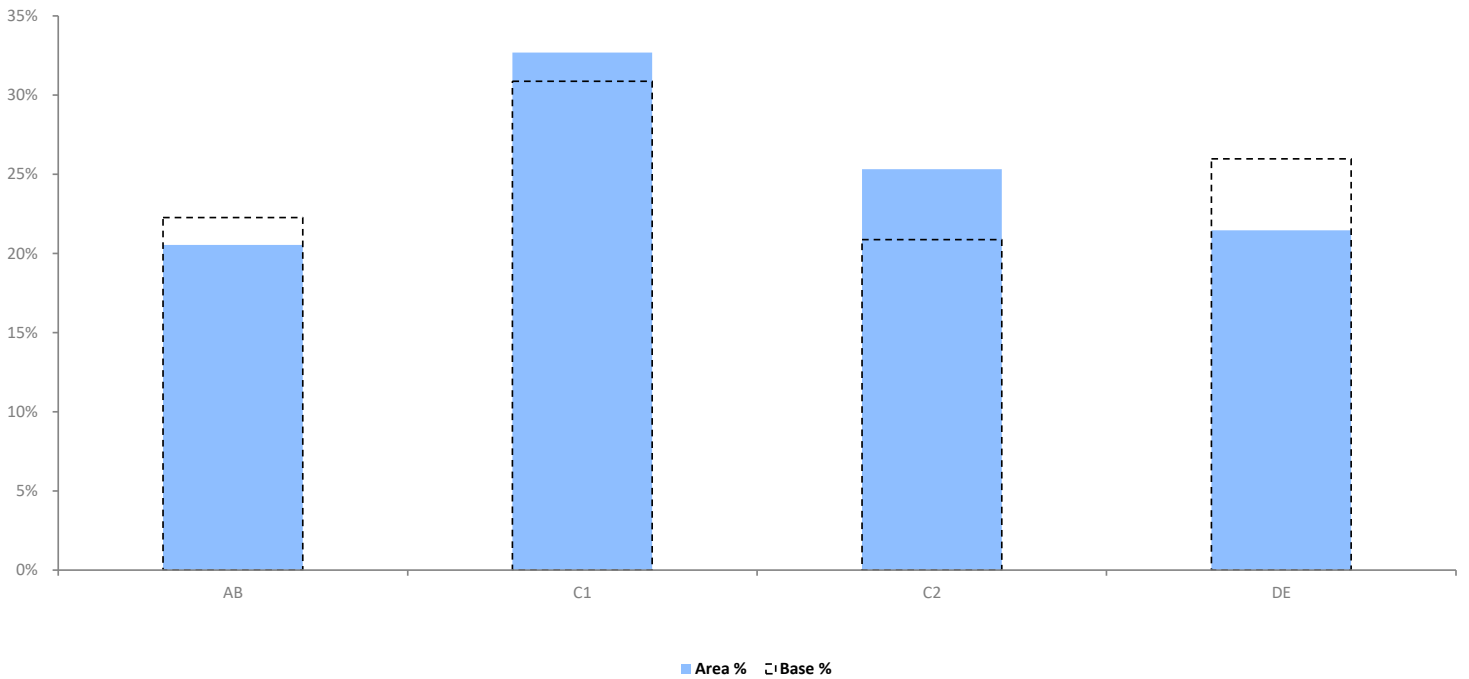
# UP TO DATE DEMOGRAPHICS

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Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

## SOCIAL GRADE

	Area Profile	Area %	Base %	Index av=100	0	100	200
AB: Higher or intermediate managerial/admin/professional	1,102	20.5	22.3	92			
C1: Supervisory, clerical, jr managerial/admin/professional	1,754	32.7	30.9	<b>106</b>			
C2: Skilled manual workers	1,358	25.3	20.9	<b>121</b>			
DE: Semi-skilled and unskilled manual workers /on state benefit,unemployed, lowest grade workers	1,151	21.5	26.0	83			
<b>Total household reference persons aged 16 to 64</b>	<b>5,365</b>						



# CGA LICENCED PREMISES

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Area: P04177\_Walnut Tree, Peterborough, PE6 8E  
 Base: Great Britain  
 Year: 2022

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	8	65.3	82.8	79			
Proprietary Club	3	24.5	7.5	<b>328</b>			
Registered Club	2	16.3	28.7	57			
Restaurant	6	49.0	32.5	<b>151</b>			
Residential	0	0.0	2.8	0			

Name	Description	License Type	Owner Name	Postcode
Vine	Unknown	Pubs & Full On	Unknown	PE 6 8AN
White Horse	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE 6 8AN
Walnut Tree	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	PE 6 8EW
Deeping Sports Club	Independent Free	Registered Club	Independent Free	PE 6 8LQ
Bull	Everards	Pubs & Full On	Everards	PE 6 8EA
Deeping Stage	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE 6 8EA
Square	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	PE 6 8EA
Caudle House	Independent Free	Restaurant	Independent Free	PE 6 8ED
Market Deeping Billiards Club	Independent Free	Proprietary Club	Independent Free	PE 6 8EH
Market Deeping Rugby Club	Independent Free	Registered Club	Independent Free	PE 6 8EP
Waterton Arms	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE 6 8HD
Deeping Leisure Centre	Independent Free	Proprietary Club	Independent Free	PE 6 8NF
Bell	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	PE 6 8HA
Deeping Caravan Park	Independent Free	Proprietary Club	Independent Free	PE 6 8LQ
Iron Horse Ranch House	Independent Free	Restaurant	Independent Free	PE 6 8ED
Toninos Pizzeria	Independent Free	Restaurant	Independent Free	PE 6 8AN
Boundary Restaurant	Independent Free	Restaurant	Independent Free	PE 6 8EB
Rustic Deli	Independent Free	Restaurant	Independent Free	PE 6 8ED
Maharanis Of Deeping	Independent Free	Restaurant	Independent Free	PE 6 8HA

# MAP OF AREA

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Source: OS Open Data 2018

Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (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:** P04177\_Walnut Tree, Peterborough, PE6 8EW (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2022

Acorn Category Description	Area Profile	% for Area	% for Base	Index 0	100	200
1 Affluent Achievers	1,701	31.7	22.0	144		
2 Rising Prosperity	278	5.2	10.3	50		
3 Comfortable Communities	2,549	47.5	26.3	181		
4 Financially Stretched	632	11.8	23.7	50		
5 Urban Adversity	182	3.4	17.4	19		
6 Not Private Households	23	0.4	0.3	129		
Graph						
<b>Total households</b>	<b>5,365</b>					

#### Acorn Category Pen Portrait

3 Comfortable Communities
14.4M 27.2%  
UK Adults of UK

**Age range**  
35-64

**Financial situation**

Running into debt ←→ Saving a lot

**Children at home**  
0-2

**House type**  
Semi-detached or detached

**House tenure**  
Owned outright or mortgaged

**Number of beds**  
3-4

This category contains much of middle-of-the-road Britain, whether in the suburbs, smaller towns or the countryside. They are stable families and empty nesters in suburban or semi-rural areas.

**Acorn Groups within Category 3: Comfortable Communities**

- F Countryside Communities 24%
- G Successful Suburbs 23%
- H Steady Neighbourhoods 29%
- I Comfortable Seniors 9%
- J Starting Out 15%

CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P04177\_Walnut Tree, Peterborough, PE6 8EW (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	[Bar chart]	
1.B Executive Wealth	962	17.9	11.2	159	[Bar chart]	
1.C Mature Money	739	13.8	9.6	143	[Bar chart]	
<b>2. Rising Prosperity</b>						
2.D City Sophisticates	0	0.0	4.0	0	[Bar chart]	
2.E Career Climbers	278	5.2	6.3	83	[Bar chart]	
<b>3. Comfortable Communities</b>						
3.F Countryside Communities	510	9.5	5.7	166	[Bar chart]	
3.G Successful Suburbs	1,098	20.5	5.9	347	[Bar chart]	
3.H Steady Neighbourhoods	318	5.9	7.4	81	[Bar chart]	
3.I Comfortable Seniors	259	4.8	2.9	168	[Bar chart]	
3.J Starting Out	364	6.8	4.4	153	[Bar chart]	
<b>4. Financially Stretched</b>						
4.K Student Life	0	0.0	2.5	0	[Bar chart]	
4.L Modest Means	496	9.2	7.9	116	[Bar chart]	
4.M Striving Families	53	1.0	7.5	13	[Bar chart]	
4.N Poorer Pensioners	83	1.5	5.8	27	[Bar chart]	
<b>5. Urban Adversity</b>						
5.O Young Hardship	0	0.0	6.2	0	[Bar chart]	
5.P Struggling Estates	81	1.5	5.9	26	[Bar chart]	
5.Q Difficult Circumstances	101	1.9	5.3	36	[Bar chart]	
<b>6. Not Private Households</b>						
6.R Not Private Households	23	0.4	0.3	129	[Bar chart]	
<b>Total households</b>	<b>5,365</b>					

### Acorn Group Pen Portrait

**3 G Successful Suburbs** 3.3M UK Adults 6.2% of UK

Home-owning families living comfortably in stable areas in suburban and semi-rural locations. They mainly live in three or four bedroom detached and semi-detached homes of an average value for the locality.

<b>CORE DEMOGRAPHICS</b>		<b>BRANDS</b>	
Age range <b>35-64</b>	Children at home <b>2</b>	SHOPPING mamas papas ERNEST JONES CRABTREE & EVELYN Dunelm	
House tenure Mortgaged	Family structure Couple with children	LEISURE Ed's Nando's PREZZO CHOUTO	
Number of beds <b>4</b>	House type Detached	WEBSITES tripadvisor GoCompare ticketmaster Money Super Markets	
<b>FINANCIAL PROFILE</b>		<b>DIGITAL</b>	
Household income UK <b>£48k</b> London <b>£51k</b>	% Disposable income UK <b>46%</b> London <b>38%</b>	<b>ATTITUDES</b>	
Financial situation Running into debt ———— Saving a lot		I worry about online security <b>60%</b> UK average: 55%	Shopping online makes my life easier <b>62%</b> UK average: 62%
		I love the ease of using chat bots to get answers <b>26%</b> UK average: 28%	
		<b>TOP BEHAVIOURS</b>	
		Owns an iPhone	Buy wine and alcohol online
		Own a videogame console	





CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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## ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (1 Mile contour)  
 Base: Great Britain  
 Year: 2022

Sort by:  Corn 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	319	5.9	2.6	227			
1.B.5 Wealthy countryside commuters	6	0.1	2.4	5			
1.B.6 Financially comfortable families	522	9.7	2.2	443			
1.B.7 Affluent professionals	0	0.0	0.8	0			
1.B.8 Prosperous suburban families	0	0.0	1.5	0			
1.B.9 Well-off edge of towners	115	2.1	1.6	133			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	175	3.3	3.0	108			
1.C.11 Settled suburbia, older people	6	0.1	2.8	4			
1.C.12 Retired and empty nesters	513	9.6	2.5	387			
1.C.13 Upmarket downsizers	45	0.8	1.3	65			
<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	256	4.8	1.9	249			
2.E.19 First time buyers in small, modern homes	22	0.4	3.3	12			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<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	77	1.4	1.0	139			
3.F.23 Owner occupiers in small towns and villages	433	8.1	3.2	252			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	975	18.2	2.7	682			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	123	2.3	2.4	95			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	204	3.8	3.4	111			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	114	2.1	2.3	91			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	259	4.8	2.4	203			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.1	0			
3.J.33 Smaller houses and starter homes	364	6.8	2.3	293			
<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	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	43	0.8	1.4	56			
4.L.38 Semi-skilled workers in traditional neighbourhoods	356	6.6	2.6	252			
4.L.39 Fading owner occupied terraces	97	1.8	2.9	62			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	53	1.0	1.6	62			
4.M.42 Struggling young families in post-war terraces	0	0.0	1.6	0			
4.M.43 Families in right-to-buy estates	0	0.0	2.1	0			
4.M.44 Post-war estates, limited means	0	0.0	2.2	0			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	71	1.3	1.1	125			
4.N.47 Low income older people in smaller semis	12	0.2	2.3	10			
4.N.48 Pensioners and singles in social rented flats	0	0.0	1.7	0			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	0	0.0	2.2	0			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	21	0.4	1.6	25			
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	60	1.1	1.6	69			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	101	1.9	1.8	106			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	23	0.4	0.3	156			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>5,365</b>						

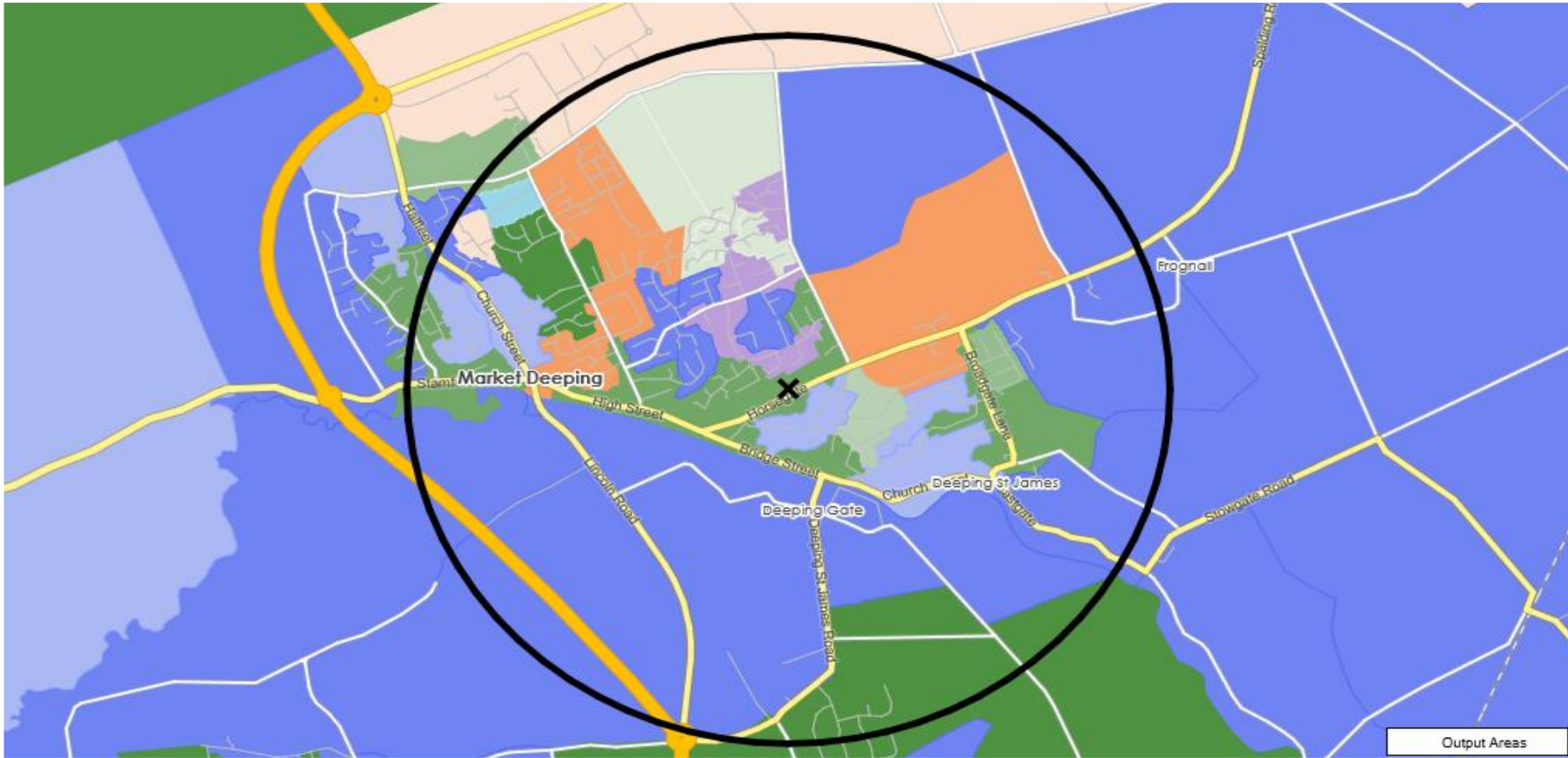
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

# DOMINANT ACORN GROUP - HOUSEHOLDS

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Source: OS Open Data 2018

Area: P04177\_Walnut Tree, Peterborough, PE6 8EW (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- 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.O Young Hardship
- 5.P Struggling Estates
- 5.Q Difficult Circumstances
- 6.R Not Private Households

Area boundary

Output Areas

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
	E. Career Climbers	18-20
	F. Countryside Communities	21-23
	G. Successful Suburbs	24-26
	H. Steady Neighbourhoods	27-29
	I. Comfortable Seniors	30-31
	J. Starting Out	32-33
3. Comfortable Communities	K. Student Life	34-36
	L. Modest Means	37-40
	M. Striving Families	41-44
	N. Poorer Pensioners	45-48
4. Financially Stretched	O. Young Hardship	49-51
	P. Struggling Estates	52-56
	Q. Difficult Circumstances	57-59
5. Urban Adversity	R. Not Private Households	60-62
6. Not Private Households		

**1 Affluent Achievers**

Age range: **55+**

Financial situation: Running into debt ↔ Saving a lot

Children at home: **0**

**12.1M** UK Adults

**22.8%** of UK

House type: **Detached**

House tenure: **Owned outright**

Number of beds: **4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles: 6%
- B. Executive Wealth: 54%
- C. Mature Money: 40%

