Ministry of Housing,
Communities &
Local Government

Peterhead - local data profile

July 2025

Contents:

(1) Indicators for policy investment themes

(2) Demographics and deprivation

(3) Data and sources

About this document

This document, produced by MHCLG in collaboration with ONS, presents high-level data to support the Plan for Neighbourhoods programme. It is intended to support Neighbourhood Boards in both identifying and evidencing local needs or trends. It does not make policy recommendations.

Background

- **On 4 March 2025, the UK Government announced the launch of the Plan for Neighbourhoods. This will provide up to £20 million in support and funding for 75 places across the UK over the next decade.**

- Data is presented across broad themes that Neighbourhood Boards may consider addressing through the programme.

- This pack does not take account of the implementation of current national or local policy interventions.

Data caveats

- The data sources in this pack are the latest available as of 1st April 2025. In collaboration with the Office for National Statistics (ONS), we have derived metrics at the Localities (2022) geographical level, where this data was not previously available. Estimates are at Locality (2022) level unless stated otherwise. **These are experimental estimates for small levels of geography that may be more volatile or have higher levels of uncertainty, which should be taken into consideration when interpreting the data.** The metrics in this pack do not account for any boundary request changes submitted by places.

- Gross Value Added (GVA) per filled job data was not available for this Locality. This is due to a significant decrease in the data quality of GVA estimates for Localities with a population less than 25,000 people.

- Due to data availability, estimates at council area level are based on geographic boundaries as of 2024. Peterhead is within the council area of Aberdeenshire.

Map of Peterhead

This data pack defines a neighbourhood's boundary based on the definition of Localities (2022), unless stated otherwise. This reflects the default approach for the Plan for Neighbourhoods. The metrics in this pack do not account for any boundary changes submitted by the Neighbourhood Boards.
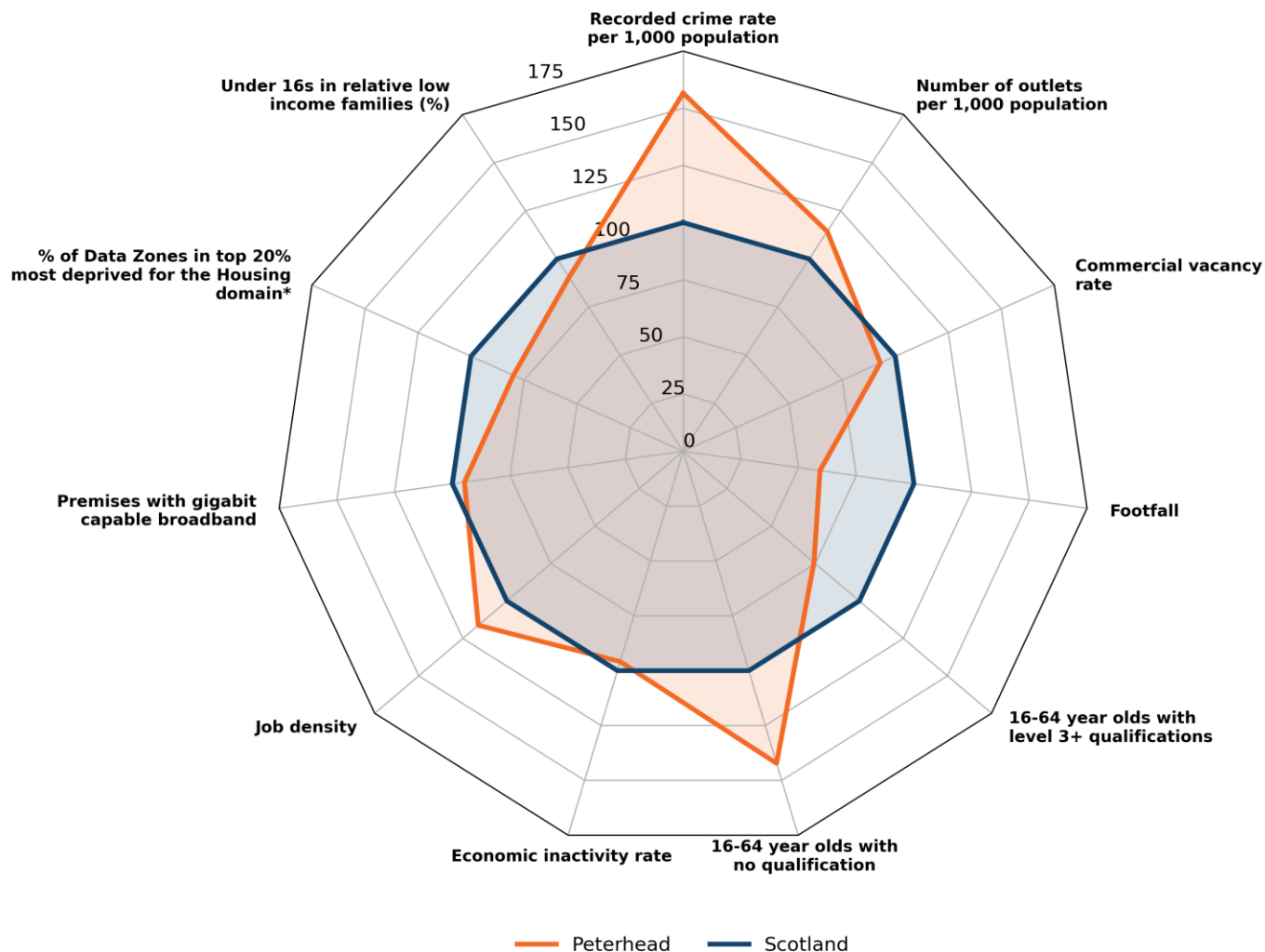

Peterhead Locality
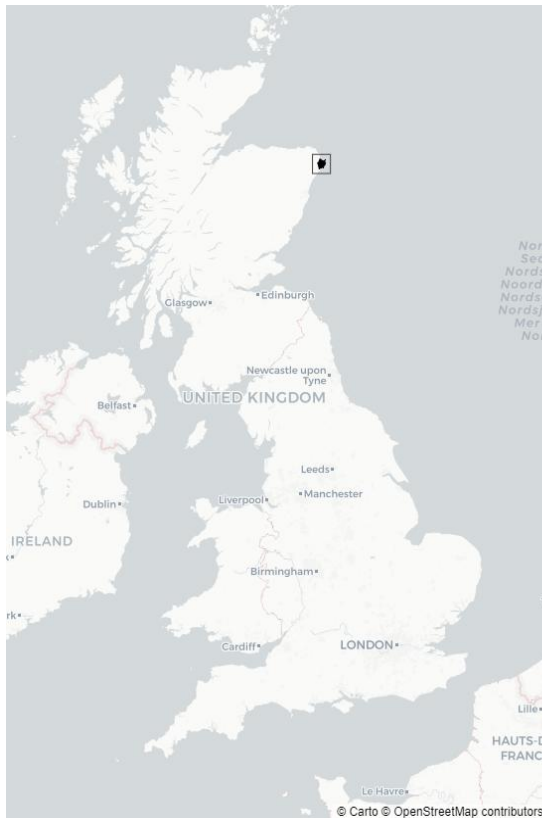
Source: National Records of Scotland, 2024
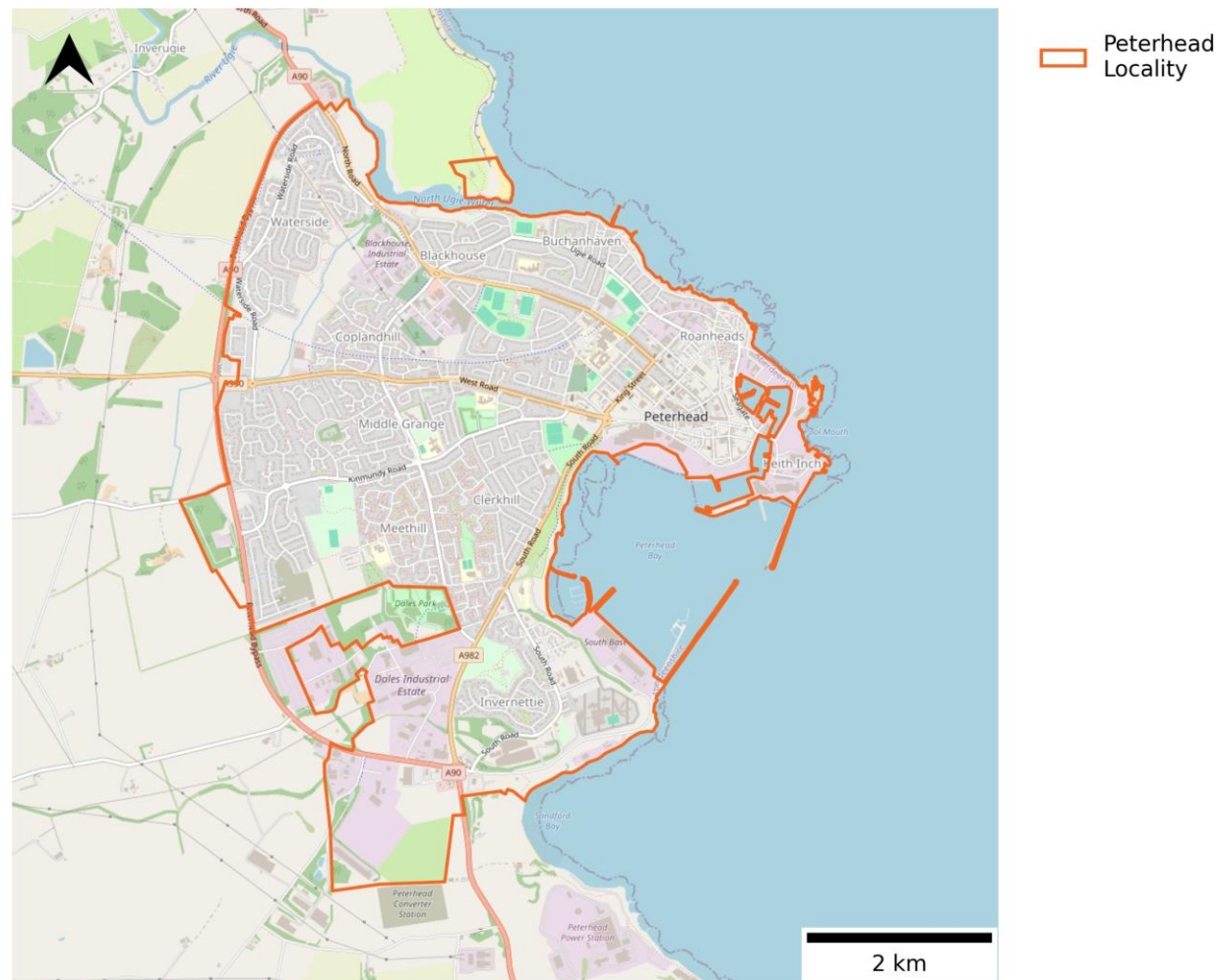
Overview of indicators

This page provides an overview of how the Locality's indicators (listed in the Annex) for policy investment themes fare against national averages.

The chart on the left shows how Peterhead's indicators (orange) fare against national averages (dark blue). Locality values have been scaled relative to the national averages which were set to 100.

How to read the chart:

1. Compare the overall shape of the Locality data points to the national average shape.

2. The closer a Locality marker is to value 100 on the chart, the closer it is to the national average. For example, a Locality value of 150 means that it is 50% higher than the national average.

* Data Zones are defined here.

Indicators for policy investment themes

Safety and Security

Indicator	Peterhead	Aberdeenshire	Scotland
Recorded crime rate per 1,000 population (2017-18)	45.1	17.2	28.8

Recorded crime by type per 1,000 population	Aberdeenshire	Scotland
Crimes against society (2023-24)	6.2	11.3
Crimes of dishonesty (2023-24)	8.7	20.4
Damage and reckless behaviour (2023-24)	4.1	7.5
Non-sexual crimes of violence (2023-24)	7.9	13.1
Sexual crimes (2023-24)	2.3	2.7

Note: Rates were calculated using 2022 mid-year population estimates due to data availability.

Recorded crime rate per 1,000 population (2017-18)
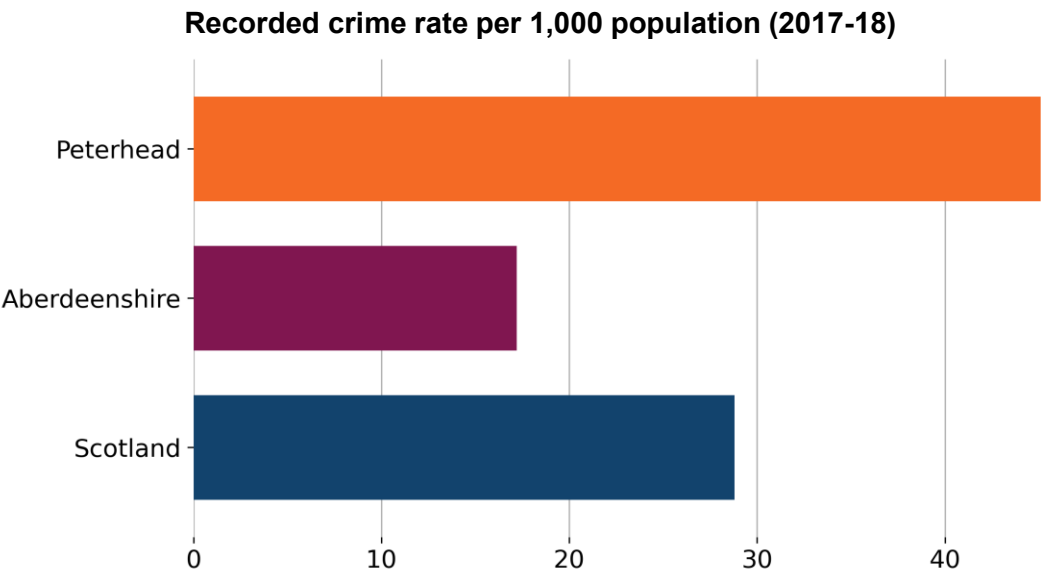
Source: Scottish Government, 2020

High Streets, Heritage and Regeneration

Indicator	Peterhead	Scotland
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	3.2	2.8
Commercial vacancy rate* (%) (June 2025)	10.6	11.4
Footfall index** based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	59.3	100.0

* The commercial vacancy rate represents the total number of retail and leisure units that are vacant but in an occupiable state, as a percentage of the total number of business units in a destination. Where units are under renovation or demolished, they are not classed as vacant. Commercial vacancy rate is based on data from Green Street. They produce a separate measure of vacancy rate following a different methodology which may differ to that included here.

** Anonymised and aggregated mobile network data by Virgin Media O2. Footfall is defined as the average daily number of outbound journeys (not including journeys to home) within the Locality over the period April 2022-March 2023. The mean average footfall of Localities in Scotland with populations similar to Peterhead (+/- 30%) has been standardised to an index of 100. The number for Peterhead is scaled relative to this average.

10-minute walking distance to greenspace access points in Peterhead (2025)
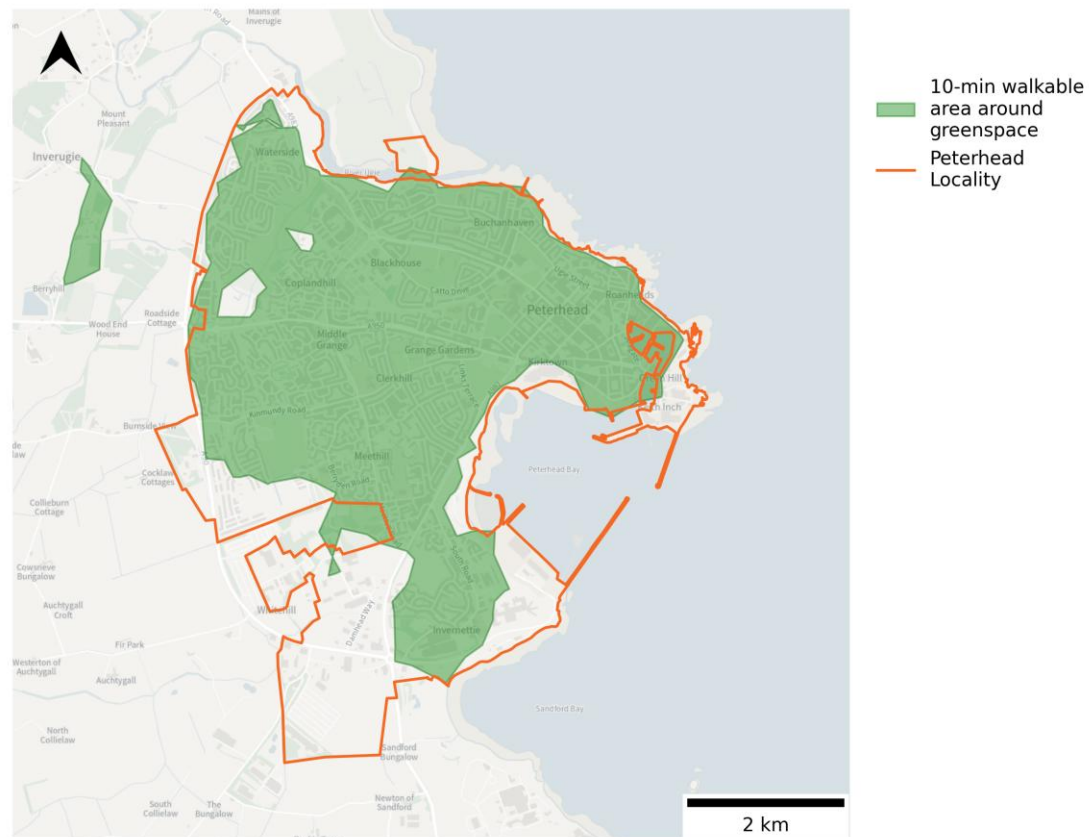
Source: OpenStreetMap, 2025; Ordnance Survey, 2025

Note: 10-minute walkable area is created using OpenStreetMap walking network and OS Greenspace Access Points, excluding: Allotments or Community Growing Spaces, Cemeteries, Religious Grounds, and Golf Courses.

Education, Work, Productivity and Skills

Indicator	Peterhead	Aberdeenshire	Scotland
Gross Value Added per job filled (£) (2022)	Data unavailable*	60,372	58,796
16-64 year olds with level 3+ qualifications** (%) (2022)	37.2	48.9	50.1
16-64 year olds with no qualifications (%) (2022)	14.7	7.7	10.3
Unemployment rate (age 16+) (%) (2022)	4.4	3.1	4.3
Economic inactivity rate (age 16+) (%) (2022)	37.5	36.0	39.1
Job density*** (2022)	0.86	0.65	0.74

* Gross Value Added (GVA) per filled job data was not available for this Locality. This is due to a significant decrease in the data quality of GVA estimates for Localities with a population less than 25,000 people.

** Proportion of 16 to 64 year olds with a level 3 qualification or above, such as HNC, HND, SVQ Level 4 or equivalent, degree (BA, BSc) or higher degree (MA, MSc, PhD), SVQ Level 5 or equivalent.

*** Job density is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64.

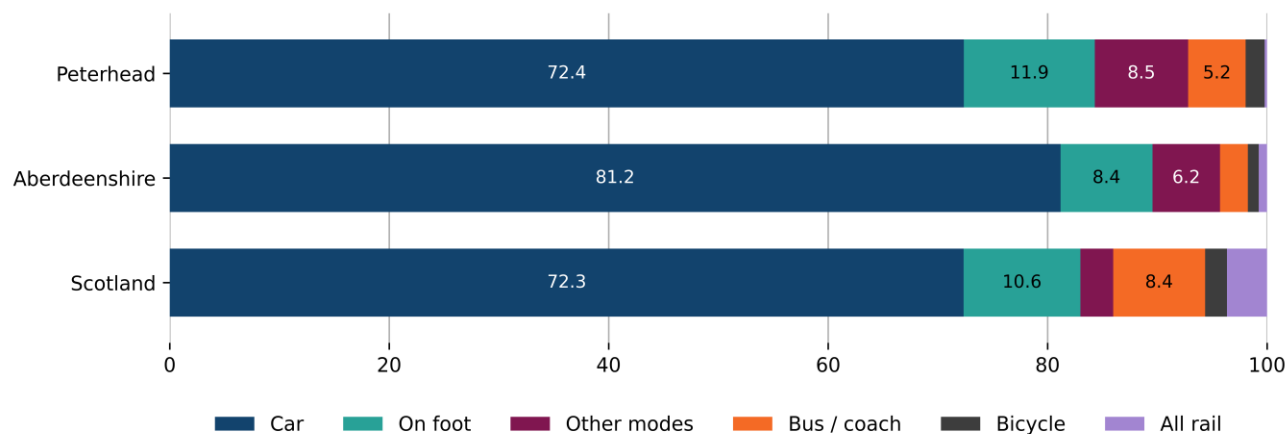**Population (16+) that are economically inactive, by reason (%) (2022)**
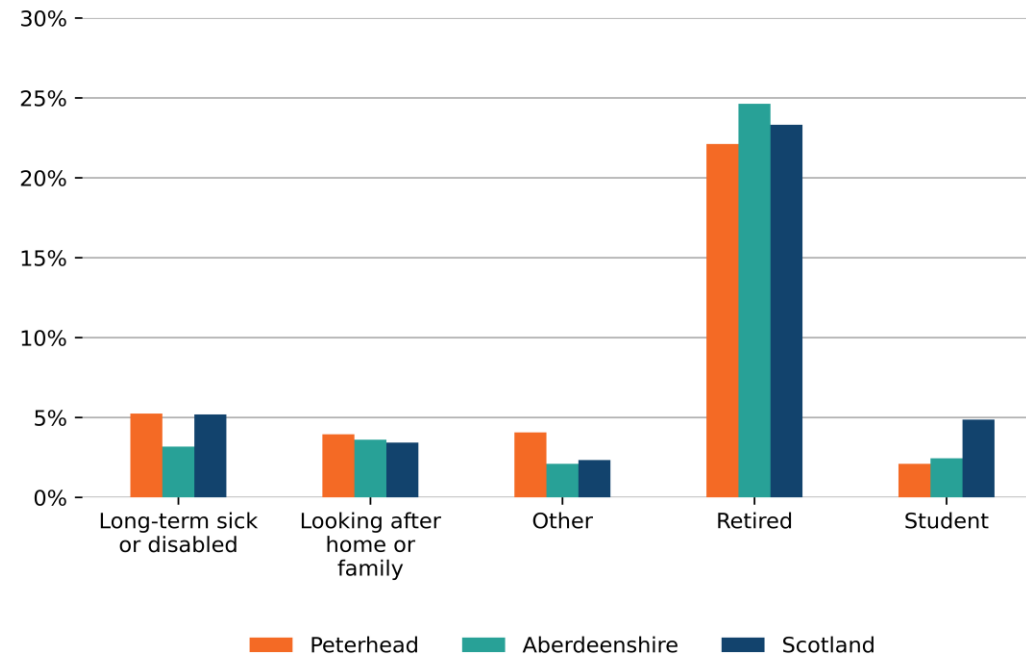
Source: Scotland's Census, 2022

Transport and Connectivity

| Indicator	Peterhead	Aberdeenshire	Scotland
Premises with gigabit capable broadband (%) (July 2024)	72	36	76

Method of travel to work (%) (2022)

Source: Scotland's Census, 2022

Note: We have excluded the "Work mainly at or from home" category from this chart to make it easier to clearly see the methods used to travel to work. Percentages do not include those working from home. Missing labels on the bars represent a percentage of less than 4%.

Public transport accessibility by journey time (2022) from Stagecoach Peterhead Interchange, between 7:15am and 9:15am
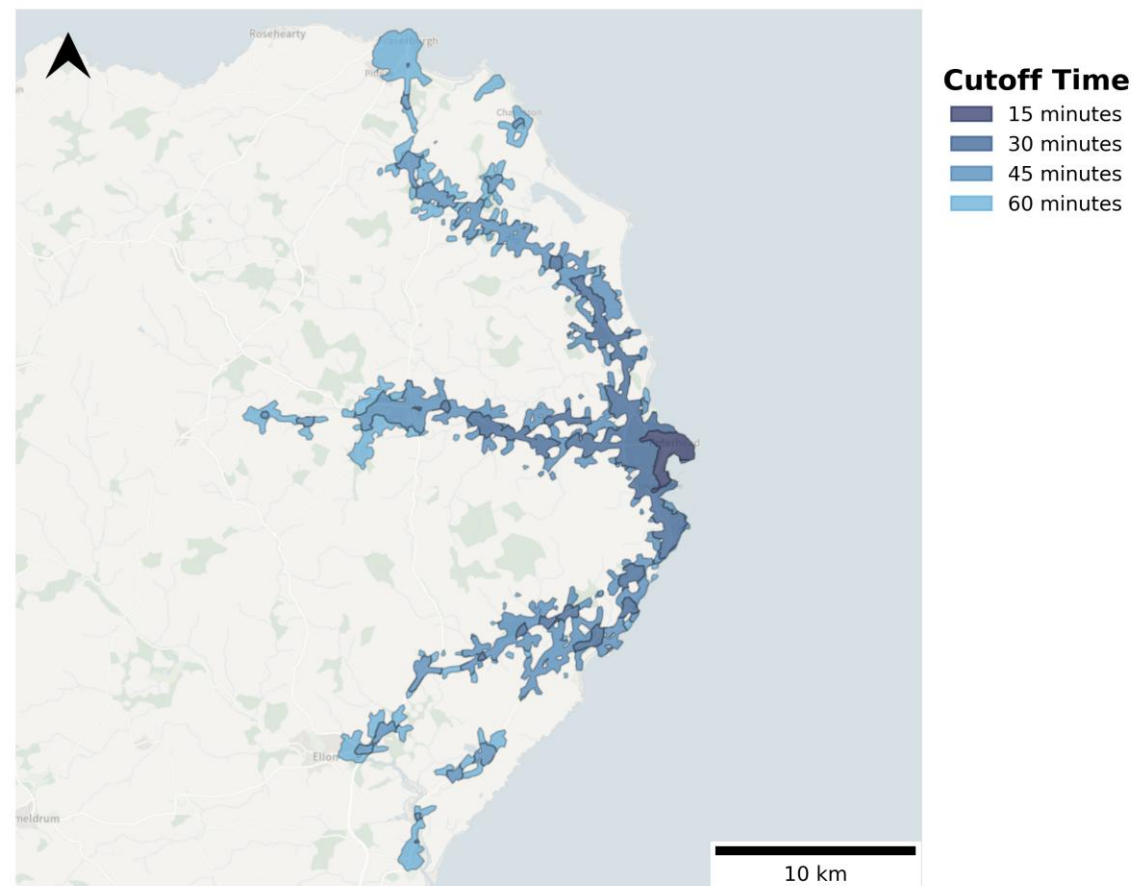
Source: ONS, 2023

Note: Data is from 15th November 2022
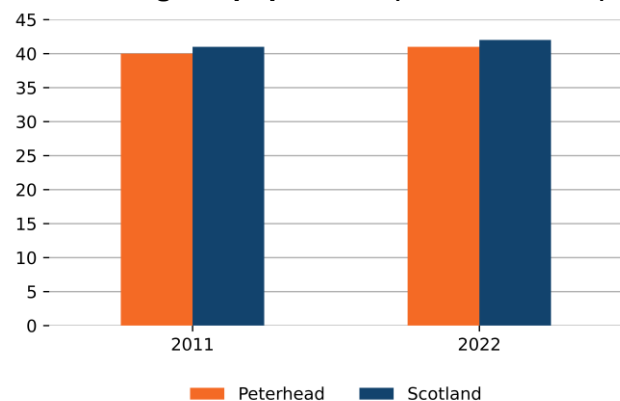
Demographics and deprivation
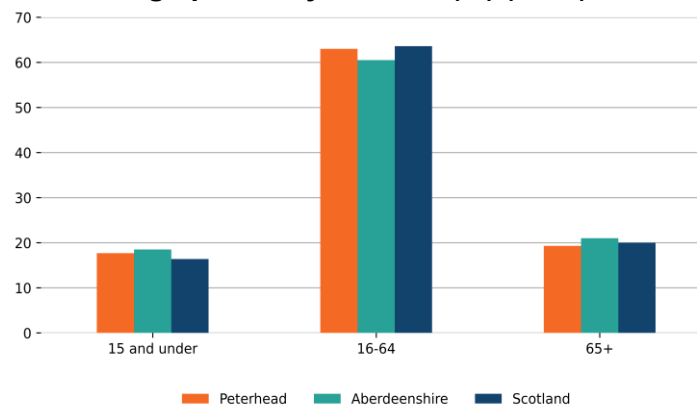
Demographics

Headlines:

- In 2022, the median age **in Peterhead was 41 years.** The median age for Scotland was 42. The median age for Aberdeenshire was 45 years. The map on the right shows the average median age within Peterhead at 2011 Data Zone level.

- The median age in Peterhead **increased** by 1 year between 2011 and 2022. For context, the median age in Scotland increased by 1 year over the same period *(see bottom left chart below).*

- In 2022, Peterhead had a population **of 19,793**. Between 2011 and 2022, Peterhead's **population increased by 6.2%.** For context, the population increased by 4.3% in Aberdeenshire and increased by 2.7% in Scotland.

- In 2022, 17.7% of people in Peterhead were under 16 years old, and 19.3% were aged 65 and over. For context, the Scotland average was 16.4% and 20.0%, respectively *(see bottom right chart below).*

- Across Peterhead in 2022, 97.5% of people identified with a White ethnic group, 1.0% as Asian, Asian British or Asian Welsh, 0.4% as Black, Black British, Black Welsh, Caribbean or African, 0.6% with Mixed or Multiple ethnic groups, and 0.5% with other ethnic groups.

- In 2019-2021, healthy life expectancy in Aberdeenshire was estimated to be 67.3 years for females and 67.2 years for males. For context, it was estimated to be 61.1 and 60.4 years in Scotland respectively.

Median age in Peterhead at Data Zone level (2022)

Median Age
- 5 - 31
- 32 - 39
- 40 - 45
- 46 - 51
- 52 - 73
- Peterhead Locality

Source: NRS, 2024

Median age of population (2011 and 2022)

Peterhead ■ Scotland

Source: NRS Census, 2022; NRS Census, 2011

Age profile by location (%) (2022)

15 and under   16-64   65+

Peterhead ■ Aberdeenshire ■ Scotland

Source: NRS Census, 2022
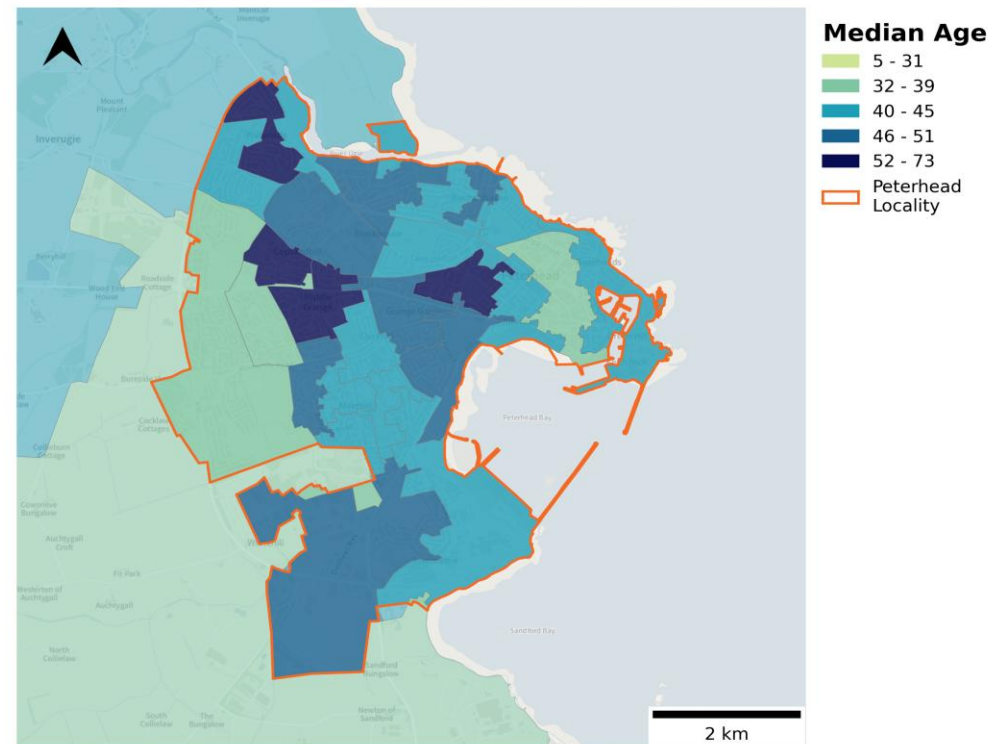
Deprivation

Headlines:

- In 2020, **over 30%** of Data Zones in Peterhead were in the **top 20% most deprived in Scotland in terms of Crime Domain, and Education Domain.**

- **Education Domain (20.0%) and Crime Domain (16.0%)** were the domains that had the largest proportion of Peterhead's Data Zones in the **top 10% most deprived in Scotland.**

- In 2022-23, **16.1%** of under-16s in Peterhead lived in **relative low income families**. This is lower than the Scotland (17.8%) average.

Deprivation levels across Data Zones within Peterhead by decile (2020) (Decile 1 = Top 10% most deprived in Scotland)
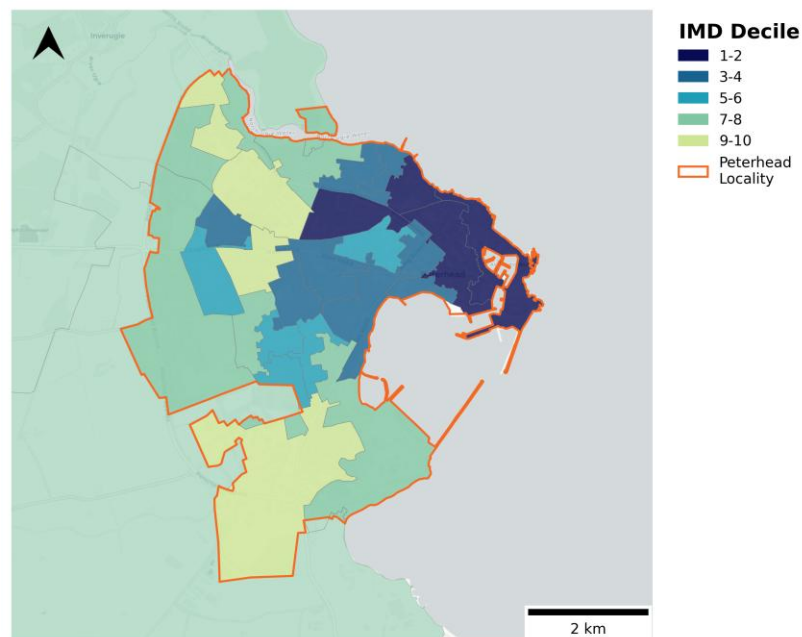
Source: Scottish Government, 2020

Deprivation levels (%) across Data Zones within Peterhead, compared to the Scotland average (2020)
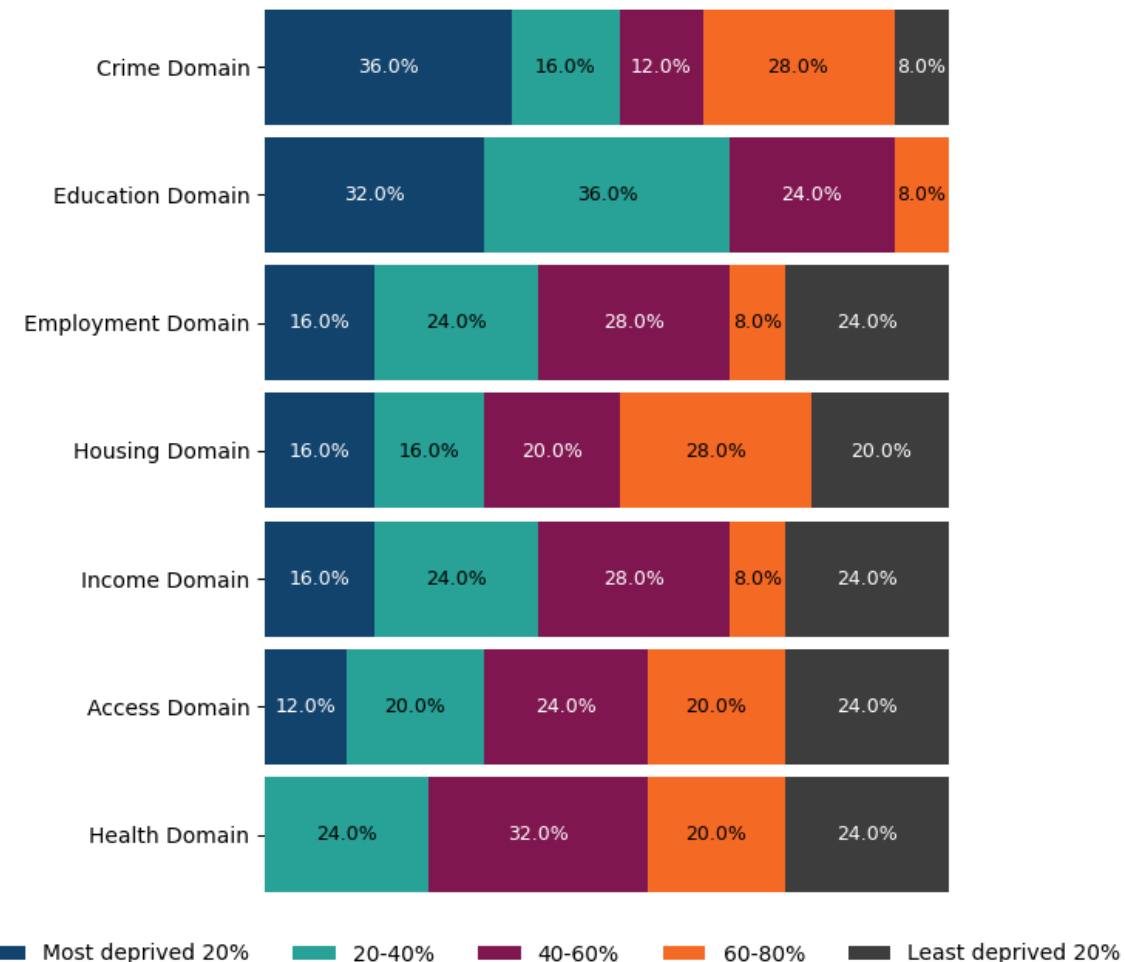
Source: Scottish Government, 2020

Note: Missing labels on the bars represent a percentage of less than 7%.

Note: All Data Zones that fall within the Locality boundary are included in the overall Locality calculations. This includes Data Zones that fall partly outside the boundary.

Annex - Data and sources

Data and sources

Ministry of Housing, Communities & Local Government

Indicator	Slide	Source
Recorded crime rate per 1,000 population (2017-18)	Safety and Security	https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-ranks/
Recorded crime by type per 1,000 population (2023-24)	Safety and Security	https://www.gov.scot/publications/recorded-crime-scotland-2023-24/documents/
Number of outlets (takeaways, restaurants, clubs, bars, pubs, fitness facilities and sport clubs) per 1,000 population (June 2025)	High Streets, Heritage and Regeneration	Local Data Company
Commercial vacancy rate (%) (June 2025)	High Streets, Heritage and Regeneration	Local Data Company
Footfall index based on Virgin Media O2 mobile phone data (April 2022 to March 2023)	High Streets, Heritage and Regeneration	Anonymised and aggregated mobile network data by Virgin Media O2
10-minute walking distance to greenspace access points (2025)	High Streets, Heritage and Regeneration	MHCLG analysis based on Ordnance Survey Open Greenspace data and OpenStreetMap
Gross Value Added (£) per job filled (2022)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/economy/grossvalueaddedgva/datasets/ukgvaandproductivityestimatesforothergeographies
16-64 year olds with level 3+ qualifications (%) (2022)	Education, Work, Productivity and Skills	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
16-64 year olds with no qualifications (%) (2022)	Education, Work, Productivity and Skills	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Unemployment rate (age 16+) (%) (2022)	Education, Work, Productivity and Skills	https://www.scotlandscensus.gov.uk/census-results/at-a-glance/labour-market/
Economic inactivity rate (age 16+) (%) (2022)	Education, Work, Productivity and Skills	https://www.scotlandscensus.gov.uk/census-results/at-a-glance/labour-market/

Data and sources

Indicator	Slide	Source
Job density (2022)	Education, Work, Productivity and Skills	https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/employmentandemployeetypes/adhocs/2877jobdensity2022byselectedbuiltupareas2024
Population (16+) that are economically inactive, by reason (%) (2022)	Education, Work, Productivity and Skills	https://www.scotlandscensus.gov.uk/census-results/at-a-glance/labour-market/
Premises with gigabit capable broadband (%) (July 2024)	Transport and Connectivity	https://www.ofcom.org.uk/phones-and-broadband/coverage-and-speeds/connected-nations-2024
Method of travel to work (2022)	Transport and Connectivity	https://www.scotlandscensus.gov.uk/search-the-census#/topics/list?topic=Education,%20labour%20market%20and%20travel%20to%20work&categoryId=6
Public transport accessibility by journey time from train station/landmark (2022)	Transport and Connectivity	https://geoportal.statistics.gov.uk/search?q=PRD_ISO&sort=Date%20Created%7Ccreated%7Cdesc
Median age (2022)	Demographics	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Median age (2011)	Demographics	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Population estimates (2022)	Demographics	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Population estimates (2011)	Demographics	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Age profile (2022)	Demographics	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Ethnicity (2022)	Demographics	https://www.scotlandscensus.gov.uk/search-the-census#/search-by
Healthy Life Expectancy (Males) (2019-2021)	Demographics	https://www.nrscotland.gov.uk/publications/healthy-life-expectancy-2019-2021/
Healthy Life Expectancy (Females) (2019-2021)	Demographics	https://www.nrscotland.gov.uk/publications/healthy-life-expectancy-2019-2021/
Scottish Index of Multiple Deprivation (2020)	Deprivation	https://www.gov.scot/publications/scottish-index-of-multiple-deprivation-2020v2-ranks/
Percentage of under-16s in relative low income families (2022-23)	Deprivation	https://stat-xplore.dwp.gov.uk/webapi/jsf/login.xhtml