

SK17 0 – Hope, Buxton

DEMOGRAPHIC INFORMATION

Leaflet Distribution Population Targeting

Knowing the population of an area could facilitate the planning of leaflet distribution campaign. Types of businesses who may have a vested interest in population data could be fast food restaurants, short terms loan company and or marketing companies.

Your leaflet distribution plans would not be limited to these business sectors, it however highlights the flexibility of your direct marketing venture opening doors to the use of population data for leaflet distribution and or flyer distribution campaigns.

Total number of People 2935

Males	1461
Females	1474
Aged 0 to 15	458
Aged 16 to 74	2246
Age 75 and over	231

Profile

Marital status (all people aged 16 and over)

Single (never married)	678
Married	1358
In a registered same-sex civil partnership	8
Separated	59
Divorced	187
Widowed	187

Composition (all households)

One person households	371
Married couple households	525
Cohabiting couple households	97
Lone parent households: with dependent children	32
Lone parent households: with non-dependent children only	38
All other households	80

Leaflet Distribution Ethnicity and Religion Targeting

People in Hope, Buxton are mostly and of the faith. To help you further with your door to door distribution campaign, here are some additional facts to consider as part of your leaflet distribution delivery campaign.

Ethnicity - Largest ethnic group(s)

White	2921
Black	3
Asian	2
Arab	0
Mixed	8
Other	1

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector to target. Below is a breakdown of the faith diaspora in SK17 0, Hope, Buxton.

Religion (all people)

Christian	2120
Muslim	0
Jewish	0
Hindu	1
Sikh	1
Buddhist	2
Other religion	17
No religion	553
Religion not stated	241

Leaflet Distribution Health Targeting

Knowing your target audiences health situation could make a difference to your leaflet distribution campaign. This could be particularly useful to gyms or health clubs who wish to locate and offer incentives to increase the prospects of a leaflet distribution delivery.

All people

Day-to-day activities limited a lot	261
Day-to-day activities limited a little	293
Day-to-day activities not limited	2381
Day-to-day activities limited a lot: Age 16 to 64	109
Day-to-day activities limited a little: Age 16 to 64	153
Day-to-day activities not limited: Age 16 to 64	1654
Very good health	1285
Good health	1049
Fair health	435
Bad health	140
Very bad health	26
Provides no unpaid care	2568
Provides 1 to 19 hours unpaid care a week	256
Provides 20 to 49 hours unpaid care a week	41
Provides 50 or more hours unpaid care a week	70

Leaflet Distribution Work Targeting

Knowing if the target audience in SK17 0 Hope, Buxton are in work and can afford your product or service is key to any successful leaflet distribution and should be considered when conducting a leaflet distribution door drop campaign. Below are the statistics we hold on individuals within Hope, Buxton relating to employment and work.

Economically active

Employee: Part-time	308
Employee: Full-time	668
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	105
Self-employed without employees: Part-time	104
Self-employed without employees: Full-time	346
Unemployed	60
Full-time student	46

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	339
Level 2 qualifications	362
Apprenticeship	84
Level 3 qualifications	254
Level 4 qualifications and above	637
No qualifications	711
Other qualifications	90



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