

SK17 6 – Burbage, 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 8296

Males	4092
Females	4204
Aged 0 to 15	1241
Aged 16 to 74	6154
Age 75 and over	901

Profile

Marital status (all people aged 16 and over)

Single (never married)	2573
Married	2881
In a registered same-sex civil partnership	7
Separated	170
Divorced	758
Widowed	666

Composition (all households)

One person households	1445
Married couple households	1059
Cohabiting couple households	383
Lone parent households: with dependent children	213
Lone parent households: with non-dependent children only	88
All other households	248

Leaflet Distribution Ethnicity and Religion Targeting

People in Burbage, 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	8032
Black	25
Asian	121
Arab	6
Mixed	102
Other	10

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 6, Burbage, Buxton.

Religion (all people)

Christian	5112
Muslim	32
Jewish	3
Hindu	11
Sikh	11
Buddhist	53
Other religion	35
No religion	2403
Religion not stated	636

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	771
Day-to-day activities limited a little	898
Day-to-day activities not limited	6627
Day-to-day activities limited a lot: Age 16 to 64	279
Day-to-day activities limited a little: Age 16 to 64	425
Day-to-day activities not limited: Age 16 to 64	4701
Very good health	3697
Good health	2896
Fair health	1242
Bad health	347
Very bad health	114
Provides no unpaid care	7445
Provides 1 to 19 hours unpaid care a week	592
Provides 20 to 49 hours unpaid care a week	90
Provides 50 or more hours unpaid care a week	169

Leaflet Distribution Work Targeting

Knowing if the target audience in SK17 6 Burbage,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 Burbage,Buxton relating to employment and work.

Economically active

Employee: Part-time	858
Employee: Full-time	2216
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	143
Self-employed without employees: Part-time	178
Self-employed without employees: Full-time	314
Unemployed	240
Full-time student	318

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	815
Level 2 qualifications	935
Apprenticeship	240
Level 3 qualifications	1116
Level 4 qualifications and above	2201
No qualifications	1438
Other qualifications	310



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