

SK17 8 – Tideswell, 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 5515

Males	2808
Females	2707
Aged 0 to 15	982
Aged 16 to 74	4093
Age 75 and over	440

Profile

Marital status (all people aged 16 and over)

Single (never married)	1182
Married	2522
In a registered same-sex civil partnership	10
Separated	91
Divorced	407
Widowed	321

Composition (all households)

One person households	647
Married couple households	950
Cohabiting couple households	233
Lone parent households: with dependent children	103
Lone parent households: with non-dependent children only	65
All other households	116

Leaflet Distribution Ethnicity and Religion Targeting

People in Tideswell, 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	5457
Black	8
Asian	23
Arab	0
Mixed	27
Other	0

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 8, Tideswell, Buxton.

Religion (all people)

Christian	3671
Muslim	8
Jewish	9
Hindu	1
Sikh	0
Buddhist	20
Other religion	23
No religion	1352
Religion not stated	431

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	385
Day-to-day activities limited a little	534
Day-to-day activities not limited	4596
Day-to-day activities limited a lot: Age 16 to 64	124
Day-to-day activities limited a little: Age 16 to 64	229
Day-to-day activities not limited: Age 16 to 64	3104
Very good health	2591
Good health	1994
Fair health	737
Bad health	148
Very bad health	45
Provides no unpaid care	4813
Provides 1 to 19 hours unpaid care a week	500
Provides 20 to 49 hours unpaid care a week	80
Provides 50 or more hours unpaid care a week	122

Leaflet Distribution Work Targeting

Knowing if the target audience in SK17 8 Tideswell, 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 Tideswell, Buxton relating to employment and work.

Economically active

Employee: Part-time	686
Employee: Full-time	1496
Self-employed with employees: Part-time	35
Self-employed with employees: Full-time	112
Self-employed without employees: Part-time	169
Self-employed without employees: Full-time	326
Unemployed	104
Full-time student	103

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	600
Level 2 qualifications	679
Apprenticeship	196
Level 3 qualifications	548
Level 4 qualifications and above	1350
No qualifications	1007
Other qualifications	153



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