

SK22 2 – Hayfield, High Peak

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 2381

Males	1186
Females	1195
Aged 0 to 15	418
Aged 16 to 74	1794
Age 75 and over	169

Profile

Marital status (all people aged 16 and over)

Single (never married)	518
Married	1064
In a registered same-sex civil partnership	1
Separated	43
Divorced	193
Widowed	144

Composition (all households)

One person households	316
Married couple households	422
Cohabiting couple households	103
Lone parent households: with dependent children	46
Lone parent households: with non-dependent children only	48
All other households	27

Leaflet Distribution Ethnicity and Religion Targeting

People in Hayfield, High Peak 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	2340
Black	2
Asian	8
Arab	2
Mixed	29
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 SK22 2, Hayfield, High Peak.

Religion (all people)

Christian	1441
Muslim	3
Jewish	0
Hindu	2
Sikh	0
Buddhist	11
Other religion	8
No religion	742
Religion not stated	174

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	182
Day-to-day activities limited a little	214
Day-to-day activities not limited	1985
Day-to-day activities limited a lot: Age 16 to 64	74
Day-to-day activities limited a little: Age 16 to 64	116
Day-to-day activities not limited: Age 16 to 64	1343
Very good health	1235
Good health	760
Fair health	273
Bad health	86
Very bad health	27
Provides no unpaid care	2109
Provides 1 to 19 hours unpaid care a week	203
Provides 20 to 49 hours unpaid care a week	27
Provides 50 or more hours unpaid care a week	42

Leaflet Distribution Work Targeting

Knowing if the target audience in SK22 2 Hayfield, High Peak 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 Hayfield, High Peak relating to employment and work.

Economically active

Employee: Part-time	267
Employee: Full-time	627
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	59
Self-employed without employees: Part-time	83
Self-employed without employees: Full-time	158
Unemployed	52
Full-time student	35

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	229
Level 2 qualifications	293
Apprenticeship	81
Level 3 qualifications	236
Level 4 qualifications and above	731
No qualifications	354
Other qualifications	39



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