

SK22 4 - Low Leighton Road, New Mills, 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 5645

Males	2778
Females	2867
Aged 0 to 15	988
Aged 16 to 74	4204
Age 75 and over	453

Profile

Marital status (all people aged 16 and over)

Single (never married)	1579
Married	2063
In a registered same-sex civil partnership	7
Separated	120
Divorced	514
Widowed	374

Composition (all households)

One person households	783
Married couple households	813
Cohabiting couple households	263
Lone parent households: with dependent children	181
Lone parent households: with non-dependent children only	110
All other households	118

Leaflet Distribution Ethnicity and Religion Targeting

People in Low Leighton Road, New Mills, 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	5520
Black	4
Asian	55
Arab	1
Mixed	59
Other	6

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 4, Low Leighton Road, New Mills, High Peak.

Religion (all people)

Christian	3470
Muslim	6
Jewish	2
Hindu	4
Sikh	0
Buddhist	24
Other religion	31
No religion	1717
Religion not stated	391

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	552
Day-to-day activities limited a little	581
Day-to-day activities not limited	4512
Day-to-day activities limited a lot: Age 16 to 64	223
Day-to-day activities limited a little: Age 16 to 64	319
Day-to-day activities not limited: Age 16 to 64	3165
Very good health	2581
Good health	1907
Fair health	775
Bad health	289
Very bad health	93
Provides no unpaid care	5001
Provides 1 to 19 hours unpaid care a week	440
Provides 20 to 49 hours unpaid care a week	71
Provides 50 or more hours unpaid care a week	133

Leaflet Distribution Work Targeting

Knowing if the target audience in SK22 4 Low Leighton Road, New Mills, 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 Low Leighton Road, New Mills, High Peak relating to employment and work.

Economically active

Employee: Part-time	628
Employee: Full-time	1720
Self-employed with employees: Part-time	14
Self-employed with employees: Full-time	59
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	213
Unemployed	163
Full-time student	125

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	617
Level 2 qualifications	761
Apprenticeship	218
Level 3 qualifications	591
Level 4 qualifications and above	1159
No qualifications	1136
Other qualifications	175



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