

## SK23 0 - Market Street, Chapel-En-Le-Frith, 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 4579

Males	2243
Females	2336
Aged 0 to 15	806
Aged 16 to 74	3398
Age 75 and over	375

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	1080
Married	1935
In a registered same-sex civil partnership	9
Separated	95
Divorced	372
Widowed	282

#### Composition (all households)

One person households	539
Married couple households	754
Cohabiting couple households	203
Lone parent households: with dependent children	136
Lone parent households: with non-dependent children only	79
All other households	72

## Leaflet Distribution Ethnicity and Religion Targeting

People in Market Street, Chapel-en-le-Frith, 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	4507
Black	12
Asian	28
Arab	2
Mixed	25
Other	5

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 SK23 0, Market Street, Chapel-en-le-Frith, High Peak.

### Religion (all people)

Christian	2998
Muslim	7
Jewish	2
Hindu	4
Sikh	0
Buddhist	12
Other religion	22
No religion	1189
Religion not stated	345

## 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	375
Day-to-day activities limited a little	475
Day-to-day activities not limited	3729
Day-to-day activities limited a lot: Age 16 to 64	139
Day-to-day activities limited a little: Age 16 to 64	225
Day-to-day activities not limited: Age 16 to 64	2555
Very good health	2171
Good health	1558
Fair health	621
Bad health	178
Very bad health	51
Provides no unpaid care	4020
Provides 1 to 19 hours unpaid care a week	397
Provides 20 to 49 hours unpaid care a week	53
Provides 50 or more hours unpaid care a week	109

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK23 0 Market Street,Chapel-en-le-Frith,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 Market Street,Chapel-en-le-Frith,High Peak relating to employment and work.**

### Economically active

Employee: Part-time	573
Employee: Full-time	1325
Self-employed with employees: Part-time	19
Self-employed with employees: Full-time	74
Self-employed without employees: Part-time	105
Self-employed without employees: Full-time	199
Unemployed	121
Full-time student	68

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	541
Level 2 qualifications	645
Apprenticeship	173
Level 3 qualifications	497
Level 4 qualifications and above	966
No qualifications	839
Other qualifications	112



Manchester's Best Leaflet Delivery Service

[WWW.WEDELIVERALL.CO.UK](http://WWW.WEDELIVERALL.CO.UK)