

SK23 7 - Whaley Bridge, 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 7873

Males	3934
Females	3939
Aged 0 to 15	1386
Aged 16 to 74	5918
Age 75 and over	569

Profile

Marital status (all people aged 16 and over)

Single (never married)	1739
Married	3493
In a registered same-sex civil partnership	16
Separated	181
Divorced	623
Widowed	435

Composition (all households)

One person households	968
Married couple households	1371
Cohabiting couple households	364
Lone parent households: with dependent children	181
Lone parent households: with non-dependent children only	86
All other households	130

Leaflet Distribution Ethnicity and Religion Targeting

People in Whaley Bridge, 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	7774
Black	3
Asian	37
Arab	2
Mixed	51
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 SK23 7, Whaley Bridge, High Peak.

Religion (all people)

Christian	4955
Muslim	4
Jewish	8
Hindu	5
Sikh	1
Buddhist	23
Other religion	34
No religion	2234
Religion not stated	609

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	502
Day-to-day activities limited a little	771
Day-to-day activities not limited	6600
Day-to-day activities limited a lot: Age 16 to 64	219
Day-to-day activities limited a little: Age 16 to 64	367
Day-to-day activities not limited: Age 16 to 64	4490
Very good health	3739
Good health	2821
Fair health	995
Bad health	248
Very bad health	70
Provides no unpaid care	6912
Provides 1 to 19 hours unpaid care a week	724
Provides 20 to 49 hours unpaid care a week	109
Provides 50 or more hours unpaid care a week	128

Leaflet Distribution Work Targeting

Knowing if the target audience in SK23 7 Whaley Bridge, 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 Whaley Bridge, High Peak relating to employment and work.

Economically active

Employee: Part-time	967
Employee: Full-time	2243
Self-employed with employees: Part-time	32
Self-employed with employees: Full-time	153
Self-employed without employees: Part-time	206
Self-employed without employees: Full-time	428
Unemployed	182
Full-time student	122

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	805
Level 2 qualifications	1030
Apprenticeship	260
Level 3 qualifications	791
Level 4 qualifications and above	2263
No qualifications	1150
Other qualifications	188



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