

SK17 9 – Blackwell, 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 8034

Males	3973
Females	4061
Aged 0 to 15	1488
Aged 16 to 74	5914
Age 75 and over	632

Profile

Marital status (all people aged 16 and over)

Single (never married)	1756
Married	3591
In a registered same-sex civil partnership	19
Separated	125
Divorced	600
Widowed	455

Composition (all households)

One person households	872
Married couple households	1366
Cohabiting couple households	319
Lone parent households: with dependent children	172
Lone parent households: with non-dependent children only	113
All other households	167

Leaflet Distribution Ethnicity and Religion Targeting

People in Blackwell, 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	7930
Black	8
Asian	41
Arab	2
Mixed	53
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 9, Blackwell, Buxton.

Religion (all people)

Christian	5493
Muslim	3
Jewish	0
Hindu	2
Sikh	0
Buddhist	22
Other religion	24
No religion	1926
Religion not stated	564

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	595
Day-to-day activities limited a little	817
Day-to-day activities not limited	6622
Day-to-day activities limited a lot: Age 16 to 64	255
Day-to-day activities limited a little: Age 16 to 64	391
Day-to-day activities not limited: Age 16 to 64	4440
Very good health	3840
Good health	2771
Fair health	1045
Bad health	296
Very bad health	82
Provides no unpaid care	7051
Provides 1 to 19 hours unpaid care a week	682
Provides 20 to 49 hours unpaid care a week	112
Provides 50 or more hours unpaid care a week	189

Leaflet Distribution Work Targeting

Knowing if the target audience in SK17 9 Blackwell, 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 Blackwell, Buxton relating to employment and work.

Economically active

Employee: Part-time	995
Employee: Full-time	2229
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	149
Self-employed without employees: Part-time	173
Self-employed without employees: Full-time	392
Unemployed	162
Full-time student	167

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	887
Level 2 qualifications	1104
Apprenticeship	269
Level 3 qualifications	869
Level 4 qualifications and above	1860
No qualifications	1314
Other qualifications	243



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