

SK1 4 – Heavily, Stockport

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 7420

Males	3660
Females	3760
Aged 0 to 15	1464
Aged 16 to 74	5542
Age 75 and over	414

Profile

Marital status (all people aged 16 and over)

Single (never married)	2340
Married	2306
In a registered same-sex civil partnership	12
Separated	199
Divorced	689
Widowed	410

Composition (all households)

One person households	1178
Married couple households	923
Cohabiting couple households	462
Lone parent households: with dependent children	365
Lone parent households: with non-dependent children only	143
All other households	147

Leaflet Distribution Ethnicity and Religion Targeting

People in Heavily, Stockport 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	7163
Black	26
Asian	104
Arab	7
Mixed	112
Other	8

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 SK1 4, Heavily, Stockport.

Religion (all people)

Christian	4673
Muslim	55
Jewish	5
Hindu	14
Sikh	4
Buddhist	18
Other religion	21
No religion	2191
Religion not stated	439

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	681
Day-to-day activities limited a little	763
Day-to-day activities not limited	5976
Day-to-day activities limited a lot: Age 16 to 64	326
Day-to-day activities limited a little: Age 16 to 64	450
Day-to-day activities not limited: Age 16 to 64	4165
Very good health	3259
Good health	2621
Fair health	1057
Bad health	379
Very bad health	104
Provides no unpaid care	6693
Provides 1 to 19 hours unpaid care a week	440
Provides 20 to 49 hours unpaid care a week	99
Provides 50 or more hours unpaid care a week	188

Leaflet Distribution Work Targeting

Knowing if the target audience in SK1 4 Heavily, Stockport 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 Heavily, Stockport relating to employment and work.

Economically active

Employee: Part-time	835
Employee: Full-time	2505
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	60
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	242
Unemployed	269
Full-time student	123

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1032
Level 2 qualifications	1071
Apprenticeship	294
Level 3 qualifications	818
Level 4 qualifications and above	1057
No qualifications	1457
Other qualifications	227



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