

SK2 5 – Offerton, 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 14129

Males	6906
Females	7223
Aged 0 to 15	2778
Aged 16 to 74	10279
Age 75 and over	1072

Profile

Marital status (all people aged 16 and over)

Single (never married)	3457
Married	5529
In a registered same-sex civil partnership	13
Separated	304
Divorced	1189
Widowed	859

Composition (all households)

One person households	1703
Married couple households	2105
Cohabiting couple households	554
Lone parent households: with dependent children	500
Lone parent households: with non-dependent children only	256
All other households	256

Leaflet Distribution Ethnicity and Religion Targeting

People in Offerton, 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	13612
Black	63
Asian	239
Arab	27
Mixed	151
Other	37

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 SK2 5, Offerton, Stockport.

Religion (all people)

Christian	9337
Muslim	135
Jewish	3
Hindu	27
Sikh	2
Buddhist	46
Other religion	20
No religion	3682
Religion not stated	877

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	1305
Day-to-day activities limited a little	1446
Day-to-day activities not limited	11378
Day-to-day activities limited a lot: Age 16 to 64	596
Day-to-day activities limited a little: Age 16 to 64	706
Day-to-day activities not limited: Age 16 to 64	7638
Very good health	6447
Good health	4812
Fair health	1954
Bad health	727
Very bad health	189
Provides no unpaid care	12523
Provides 1 to 19 hours unpaid care a week	1012
Provides 20 to 49 hours unpaid care a week	208
Provides 50 or more hours unpaid care a week	386

Leaflet Distribution Work Targeting

Knowing if the target audience in SK2 5 Offerton, 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 Offerton, Stockport relating to employment and work.

Economically active

Employee: Part-time	1664
Employee: Full-time	4161
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	171
Self-employed without employees: Part-time	196
Self-employed without employees: Full-time	474
Unemployed	395
Full-time student	277

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1844
Level 2 qualifications	1996
Apprenticeship	609
Level 3 qualifications	1459
Level 4 qualifications and above	2238
No qualifications	2752
Other qualifications	453



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