

SK2 7 - Stepping Hill, 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 7214

Males	3563
Females	3651
Aged 0 to 15	1395
Aged 16 to 74	5331
Age 75 and over	488

Profile

Marital status (all people aged 16 and over)

Single (never married)	1885
Married	2832
In a registered same-sex civil partnership	6
Separated	150
Divorced	556
Widowed	390

Composition (all households)

One person households	831
Married couple households	1121
Cohabiting couple households	333
Lone parent households: with dependent children	240
Lone parent households: with non-dependent children only	124
All other households	151

Leaflet Distribution Ethnicity and Religion Targeting

People in Stepping Hill, 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	6773
Black	37
Asian	246
Arab	13
Mixed	123
Other	22

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 7, Stepping Hill, Stockport.

Religion (all people)

Christian	4653
Muslim	91
Jewish	3
Hindu	33
Sikh	1
Buddhist	28
Other religion	21
No religion	1920
Religion not stated	464

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	542
Day-to-day activities limited a little	622
Day-to-day activities not limited	6050
Day-to-day activities limited a lot: Age 16 to 64	214
Day-to-day activities limited a little: Age 16 to 64	304
Day-to-day activities not limited: Age 16 to 64	4243
Very good health	3595
Good health	2430
Fair health	849
Bad health	269
Very bad health	71
Provides no unpaid care	6381
Provides 1 to 19 hours unpaid care a week	564
Provides 20 to 49 hours unpaid care a week	99
Provides 50 or more hours unpaid care a week	170

Leaflet Distribution Work Targeting

Knowing if the target audience in SK2 7 Stepping Hill,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 Stepping Hill,Stockport relating to employment and work.

Economically active

Employee: Part-time	805
Employee: Full-time	2418
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	82
Self-employed without employees: Part-time	121
Self-employed without employees: Full-time	263
Unemployed	171
Full-time student	159

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	770
Level 2 qualifications	983
Apprenticeship	277
Level 3 qualifications	794
Level 4 qualifications and above	1769
No qualifications	1002
Other qualifications	224



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