

SK3 0 - Cheadle Heath, 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 7081

Males	3499
Females	3582
Aged 0 to 15	1439
Aged 16 to 74	5236
Age 75 and over	406

Profile

Marital status (all people aged 16 and over)

Single (never married)	2190
Married	2402
In a registered same-sex civil partnership	13
Separated	157
Divorced	554
Widowed	326

Composition (all households)

One person households	975
Married couple households	967
Cohabiting couple households	377
Lone parent households: with dependent children	269
Lone parent households: with non-dependent children only	136
All other households	167

Leaflet Distribution Ethnicity and Religion Targeting

People in Cheadle Heath, 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	6605
Black	41
Asian	291
Arab	1
Mixed	117
Other	26

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 SK3 0, Cheadle Heath, Stockport.

Religion (all people)

Christian	4265
Muslim	174
Jewish	5
Hindu	12
Sikh	2
Buddhist	32
Other religion	23
No religion	2147
Religion not stated	421

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	587
Day-to-day activities limited a little	651
Day-to-day activities not limited	5843
Day-to-day activities limited a lot: Age 16 to 64	322
Day-to-day activities limited a little: Age 16 to 64	376
Day-to-day activities not limited: Age 16 to 64	4098
Very good health	3337
Good health	2426
Fair health	905
Bad health	306
Very bad health	107
Provides no unpaid care	6344
Provides 1 to 19 hours unpaid care a week	453
Provides 20 to 49 hours unpaid care a week	93
Provides 50 or more hours unpaid care a week	191

Leaflet Distribution Work Targeting

Knowing if the target audience in SK3 0 Cheadle Heath,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 Cheadle Heath,Stockport relating to employment and work.

Economically active

Employee: Part-time	773
Employee: Full-time	2394
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	54
Self-employed without employees: Part-time	88
Self-employed without employees: Full-time	227
Unemployed	237
Full-time student	139

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	848
Level 2 qualifications	931
Apprenticeship	233
Level 3 qualifications	741
Level 4 qualifications and above	1325
No qualifications	1357
Other qualifications	207



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