

SK3 8 – Davenport, 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 12530

Males	6059
Females	6471
Aged 0 to 15	2916
Aged 16 to 74	8793
Age 75 and over	821

Profile

Marital status (all people aged 16 and over)

Single (never married)	3753
Married	3800
In a registered same-sex civil partnership	22
Separated	314
Divorced	1032
Widowed	693

Composition (all households)

One person households	1644
Married couple households	1506
Cohabiting couple households	581
Lone parent households: with dependent children	654
Lone parent households: with non-dependent children only	228
All other households	333

Leaflet Distribution Ethnicity and Religion Targeting

People in Davenport, 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	11348
Black	143
Asian	698
Arab	17
Mixed	304
Other	20

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 8, Davenport, Stockport.

Religion (all people)

Christian	7273
Muslim	392
Jewish	22
Hindu	58
Sikh	3
Buddhist	31
Other religion	53
No religion	3743
Religion not stated	955

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	1312
Day-to-day activities limited a little	1221
Day-to-day activities not limited	9997
Day-to-day activities limited a lot: Age 16 to 64	620
Day-to-day activities limited a little: Age 16 to 64	702
Day-to-day activities not limited: Age 16 to 64	6606
Very good health	5779
Good health	4143
Fair health	1742
Bad health	672
Very bad health	194
Provides no unpaid care	11221
Provides 1 to 19 hours unpaid care a week	753
Provides 20 to 49 hours unpaid care a week	215
Provides 50 or more hours unpaid care a week	341

Leaflet Distribution Work Targeting

Knowing if the target audience in SK3 8 Davenport, 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 Davenport, Stockport relating to employment and work.

Economically active

Employee: Part-time	1315
Employee: Full-time	3455
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	123
Self-employed without employees: Part-time	171
Self-employed without employees: Full-time	329
Unemployed	486
Full-time student	262

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1410
Level 2 qualifications	1571
Apprenticeship	293
Level 3 qualifications	1113
Level 4 qualifications and above	2292
No qualifications	2517
Other qualifications	418



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