

SK3 9 – Edgeley, 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 8776

Males	4247
Females	4529
Aged 0 to 15	1652
Aged 16 to 74	6571
Age 75 and over	553

Profile

Marital status (all people aged 16 and over)

Single (never married)	3110
Married	2535
In a registered same-sex civil partnership	18
Separated	213
Divorced	752
Widowed	496

Composition (all households)

One person households	1554
Married couple households	1049
Cohabiting couple households	576
Lone parent households: with dependent children	453
Lone parent households: with non-dependent children only	160
All other households	236

Leaflet Distribution Ethnicity and Religion Targeting

People in Edgeley, 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	8157
Black	76
Asian	353
Arab	2
Mixed	177
Other	11

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 9, Edgeley, Stockport.

Religion (all people)

Christian	5131
Muslim	231
Jewish	4
Hindu	21
Sikh	2
Buddhist	22
Other religion	33
No religion	2740
Religion not stated	592

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	745
Day-to-day activities limited a little	828
Day-to-day activities not limited	7203
Day-to-day activities limited a lot: Age 16 to 64	371
Day-to-day activities limited a little: Age 16 to 64	489
Day-to-day activities not limited: Age 16 to 64	5194
Very good health	4044
Good health	2976
Fair health	1259
Bad health	398
Very bad health	99
Provides no unpaid care	7981
Provides 1 to 19 hours unpaid care a week	505
Provides 20 to 49 hours unpaid care a week	103
Provides 50 or more hours unpaid care a week	187

Leaflet Distribution Work Targeting

Knowing if the target audience in SK3 9 Edgeley, 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 Edgeley, Stockport relating to employment and work.

Economically active

Employee: Part-time	950
Employee: Full-time	3196
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	59
Self-employed without employees: Part-time	106
Self-employed without employees: Full-time	259
Unemployed	295
Full-time student	159

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1036
Level 2 qualifications	1092
Apprenticeship	248
Level 3 qualifications	906
Level 4 qualifications and above	1873
No qualifications	1734
Other qualifications	235



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