

SK4 1 - Whitehill Street, 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 3645

Males	1851
Females	1794
Aged 0 to 15	606
Aged 16 to 74	2802
Age 75 and over	237

Profile

Marital status (all people aged 16 and over)

Single (never married)	1379
Married	871
In a registered same-sex civil partnership	7
Separated	108
Divorced	431
Widowed	243

Composition (all households)

One person households	863
Married couple households	336
Cohabiting couple households	228
Lone parent households: with dependent children	211
Lone parent households: with non-dependent children only	63
All other households	99

Leaflet Distribution Ethnicity and Religion Targeting

People in Whitehill Street, 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	3281
Black	74
Asian	165
Arab	11
Mixed	99
Other	15

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 SK4 1, Whitehill Street, Stockport.

Religion (all people)

Christian	2138
Muslim	92
Jewish	0
Hindu	20
Sikh	5
Buddhist	17
Other religion	16
No religion	1082
Religion not stated	275

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	464
Day-to-day activities limited a little	388
Day-to-day activities not limited	2793
Day-to-day activities limited a lot: Age 16 to 64	241
Day-to-day activities limited a little: Age 16 to 64	235
Day-to-day activities not limited: Age 16 to 64	2023
Very good health	1483
Good health	1216
Fair health	590
Bad health	263
Very bad health	93
Provides no unpaid care	3322
Provides 1 to 19 hours unpaid care a week	195
Provides 20 to 49 hours unpaid care a week	39
Provides 50 or more hours unpaid care a week	89

Leaflet Distribution Work Targeting

Knowing if the target audience in SK4 1 Whitehill Street, 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 Whitehill Street, Stockport relating to employment and work.

Economically active

Employee: Part-time	363
Employee: Full-time	1152
Self-employed with employees: Part-time	2
Self-employed with employees: Full-time	36
Self-employed without employees: Part-time	40
Self-employed without employees: Full-time	106
Unemployed	179
Full-time student	70

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	429
Level 2 qualifications	477
Apprenticeship	112
Level 3 qualifications	352
Level 4 qualifications and above	635
No qualifications	904
Other qualifications	130



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