

SK4 4 - Heaton Moor, 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 7543

Males	3723
Females	3820
Aged 0 to 15	1286
Aged 16 to 74	5467
Age 75 and over	790

Profile

Marital status (all people aged 16 and over)

Single (never married)	2122
Married	3031
In a registered same-sex civil partnership	34
Separated	133
Divorced	447
Widowed	490

Composition (all households)

One person households	1223
Married couple households	1153
Cohabiting couple households	332
Lone parent households: with dependent children	101
Lone parent households: with non-dependent children only	78
All other households	178

Leaflet Distribution Ethnicity and Religion Targeting

People in Heaton Moor, 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	6936
Black	45
Asian	330
Arab	36
Mixed	177
Other	19

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 4, Heaton Moor, Stockport.

Religion (all people)

Christian	4489
Muslim	241
Jewish	12
Hindu	46
Sikh	7
Buddhist	27
Other religion	27
No religion	2178
Religion not stated	516

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	563
Day-to-day activities limited a little	609
Day-to-day activities not limited	6371
Day-to-day activities limited a lot: Age 16 to 64	142
Day-to-day activities limited a little: Age 16 to 64	270
Day-to-day activities not limited: Age 16 to 64	4476
Very good health	4096
Good health	2306
Fair health	821
Bad health	254
Very bad health	66
Provides no unpaid care	6742
Provides 1 to 19 hours unpaid care a week	616
Provides 20 to 49 hours unpaid care a week	74
Provides 50 or more hours unpaid care a week	111

Leaflet Distribution Work Targeting

Knowing if the target audience in SK4 4 Heaton Moor, 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 Heaton Moor, Stockport relating to employment and work.

Economically active

Employee: Part-time	672
Employee: Full-time	2532
Self-employed with employees: Part-time	37
Self-employed with employees: Full-time	185
Self-employed without employees: Part-time	176
Self-employed without employees: Full-time	311
Unemployed	157
Full-time student	130

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	474
Level 2 qualifications	753
Apprenticeship	169
Level 3 qualifications	672
Level 4 qualifications and above	3215
No qualifications	770
Other qualifications	204



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