

SK6 4 – Romiley, 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 6629

Males	3253
Females	3376
Aged 0 to 15	1210
Aged 16 to 74	4724
Age 75 and over	695

Profile

Marital status (all people aged 16 and over)

Single (never married)	1497
Married	2766
In a registered same-sex civil partnership	6
Separated	143
Divorced	548
Widowed	459

Composition (all households)

One person households	912
Married couple households	1013
Cohabiting couple households	243
Lone parent households: with dependent children	194
Lone parent households: with non-dependent children only	87
All other households	128

Leaflet Distribution Ethnicity and Religion Targeting

People in Romiley, 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	6440
Black	16
Asian	73
Arab	3
Mixed	94
Other	3

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 SK6 4, Romiley, Stockport.

Religion (all people)

Christian	4424
Muslim	24
Jewish	0
Hindu	19
Sikh	0
Buddhist	15
Other religion	9
No religion	1662
Religion not stated	476

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	610
Day-to-day activities limited a little	704
Day-to-day activities not limited	5315
Day-to-day activities limited a lot: Age 16 to 64	261
Day-to-day activities limited a little: Age 16 to 64	311
Day-to-day activities not limited: Age 16 to 64	3442
Very good health	3133
Good health	2163
Fair health	904
Bad health	341
Very bad health	88
Provides no unpaid care	5838
Provides 1 to 19 hours unpaid care a week	535
Provides 20 to 49 hours unpaid care a week	89
Provides 50 or more hours unpaid care a week	167

Leaflet Distribution Work Targeting

Knowing if the target audience in SK6 4 Romiley, 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 Romiley, Stockport relating to employment and work.

Economically active

Employee: Part-time	720
Employee: Full-time	1747
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	99
Self-employed without employees: Part-time	131
Self-employed without employees: Full-time	243
Unemployed	165
Full-time student	126

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	725
Level 2 qualifications	881
Apprenticeship	235
Level 3 qualifications	667
Level 4 qualifications and above	1650
No qualifications	1074
Other qualifications	187



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