

SK6 5 - Mill Brow, 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 5792

Males	2815
Females	2977
Aged 0 to 15	985
Aged 16 to 74	4279
Age 75 and over	528

Profile

Marital status (all people aged 16 and over)

Single (never married)	1107
Married	2892
In a registered same-sex civil partnership	16
Separated	86
Divorced	378
Widowed	328

Composition (all households)

One person households	601
Married couple households	1062
Cohabiting couple households	182
Lone parent households: with dependent children	86
Lone parent households: with non-dependent children only	73
All other households	85

Leaflet Distribution Ethnicity and Religion Targeting

People in Mill Brow, 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	5690
Black	11
Asian	35
Arab	2
Mixed	51
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 5, Mill Brow, Stockport.

Religion (all people)

Christian	3892
Muslim	18
Jewish	5
Hindu	2
Sikh	2
Buddhist	16
Other religion	14
No religion	1462
Religion not stated	381

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	307
Day-to-day activities limited a little	535
Day-to-day activities not limited	4950
Day-to-day activities limited a lot: Age 16 to 64	109
Day-to-day activities limited a little: Age 16 to 64	202
Day-to-day activities not limited: Age 16 to 64	3220
Very good health	3152
Good health	1833
Fair health	630
Bad health	135
Very bad health	42
Provides no unpaid care	5086
Provides 1 to 19 hours unpaid care a week	534
Provides 20 to 49 hours unpaid care a week	59
Provides 50 or more hours unpaid care a week	113

Leaflet Distribution Work Targeting

Knowing if the target audience in SK6 5 Mill Brow, 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 Mill Brow, Stockport relating to employment and work.

Economically active

Employee: Part-time	594
Employee: Full-time	1566
Self-employed with employees: Part-time	37
Self-employed with employees: Full-time	180
Self-employed without employees: Part-time	166
Self-employed without employees: Full-time	245
Unemployed	110
Full-time student	105

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	468
Level 2 qualifications	715
Apprenticeship	163
Level 3 qualifications	508
Level 4 qualifications and above	2282
No qualifications	546
Other qualifications	125



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