

SK10 2 – Hurdsfield, Macclesfield

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 10749

Males	5330
Females	5419
Aged 0 to 15	2004
Aged 16 to 74	7830
Age 75 and over	915

Profile

Marital status (all people aged 16 and over)

Single (never married)	2341
Married	4686
In a registered same-sex civil partnership	9
Separated	173
Divorced	870
Widowed	666

Composition (all households)

One person households	1496
Married couple households	1831
Cohabiting couple households	425
Lone parent households: with dependent children	251
Lone parent households: with non-dependent children only	129
All other households	176

Leaflet Distribution Ethnicity and Religion Targeting

People in Hurdsfield, Macclesfield 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	10406
Black	18
Asian	217
Arab	0
Mixed	82
Other	26

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 SK10 2, Hurdsfield, Macclesfield.

Religion (all people)

Christian	7444
Muslim	37
Jewish	7
Hindu	102
Sikh	6
Buddhist	22
Other religion	27
No religion	2378
Religion not stated	726

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	752
Day-to-day activities limited a little	971
Day-to-day activities not limited	9026
Day-to-day activities limited a lot: Age 16 to 64	301
Day-to-day activities limited a little: Age 16 to 64	455
Day-to-day activities not limited: Age 16 to 64	6062
Very good health	5355
Good health	3599
Fair health	1320
Bad health	381
Very bad health	94
Provides no unpaid care	9619
Provides 1 to 19 hours unpaid care a week	811
Provides 20 to 49 hours unpaid care a week	111
Provides 50 or more hours unpaid care a week	208

Leaflet Distribution Work Targeting

Knowing if the target audience in SK10 2 Hurdsfield, Macclesfield 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 Hurdsfield, Macclesfield relating to employment and work.

Economically active

Employee: Part-time	1169
Employee: Full-time	3240
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	161
Self-employed without employees: Part-time	233
Self-employed without employees: Full-time	369
Unemployed	249
Full-time student	183

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1056
Level 2 qualifications	1411
Apprenticeship	263
Level 3 qualifications	1080
Level 4 qualifications and above	3016
No qualifications	1597
Other qualifications	322



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