

SK10 3 - Broken Cross, 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 10347

Males	5046
Females	5301
Aged 0 to 15	1951
Aged 16 to 74	7557
Age 75 and over	839

Profile

Marital status (all people aged 16 and over)

Single (never married)	2371
Married	4350
In a registered same-sex civil partnership	13
Separated	196
Divorced	817
Widowed	649

Composition (all households)

One person households	1263
Married couple households	1739
Cohabiting couple households	398
Lone parent households: with dependent children	290
Lone parent households: with non-dependent children only	159
All other households	143

Leaflet Distribution Ethnicity and Religion Targeting

People in Broken Cross, 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	9865
Black	47
Asian	315
Arab	2
Mixed	106
Other	12

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 3, Broken Cross, Macclesfield.

Religion (all people)

Christian	6987
Muslim	80
Jewish	9
Hindu	127
Sikh	7
Buddhist	47
Other religion	25
No religion	2423
Religion not stated	642

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	786
Day-to-day activities limited a little	958
Day-to-day activities not limited	8603
Day-to-day activities limited a lot: Age 16 to 64	291
Day-to-day activities limited a little: Age 16 to 64	438
Day-to-day activities not limited: Age 16 to 64	5882
Very good health	5311
Good health	3325
Fair health	1218
Bad health	348
Very bad health	145
Provides no unpaid care	9279
Provides 1 to 19 hours unpaid care a week	757
Provides 20 to 49 hours unpaid care a week	111
Provides 50 or more hours unpaid care a week	200

Leaflet Distribution Work Targeting

Knowing if the target audience in SK10 3 Broken Cross,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 Broken Cross,Macclesfield relating to employment and work.

Economically active

Employee: Part-time	1119
Employee: Full-time	3190
Self-employed with employees: Part-time	30
Self-employed with employees: Full-time	125
Self-employed without employees: Part-time	216
Self-employed without employees: Full-time	354
Unemployed	253
Full-time student	221

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	975
Level 2 qualifications	1366
Apprenticeship	298
Level 3 qualifications	1053
Level 4 qualifications and above	2945
No qualifications	1461
Other qualifications	298



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