

SK10 4 – Prestbury, 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 6390

Males	3063
Females	3327
Aged 0 to 15	1076
Aged 16 to 74	4432
Age 75 and over	882

Profile

Marital status (all people aged 16 and over)

Single (never married)	969
Married	3420
In a registered same-sex civil partnership	6
Separated	85
Divorced	336
Widowed	498

Composition (all households)

One person households	637
Married couple households	1154
Cohabiting couple households	133
Lone parent households: with dependent children	82
Lone parent households: with non-dependent children only	58
All other households	93

Leaflet Distribution Ethnicity and Religion Targeting

People in Prestbury, 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	6146
Black	26
Asian	119
Arab	8
Mixed	84
Other	7

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 4, Prestbury, Macclesfield.

Religion (all people)

Christian	4667
Muslim	60
Jewish	14
Hindu	25
Sikh	0
Buddhist	6
Other religion	9
No religion	1193
Religion not stated	416

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	440
Day-to-day activities limited a little	593
Day-to-day activities not limited	5357
Day-to-day activities limited a lot: Age 16 to 64	86
Day-to-day activities limited a little: Age 16 to 64	207
Day-to-day activities not limited: Age 16 to 64	3303
Very good health	3567
Good health	1898
Fair health	680
Bad health	188
Very bad health	57
Provides no unpaid care	5669
Provides 1 to 19 hours unpaid care a week	554
Provides 20 to 49 hours unpaid care a week	71
Provides 50 or more hours unpaid care a week	96

Leaflet Distribution Work Targeting

Knowing if the target audience in SK10 4 Prestbury, 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 Prestbury, Macclesfield relating to employment and work.

Economically active

Employee: Part-time	529
Employee: Full-time	1318
Self-employed with employees: Part-time	53
Self-employed with employees: Full-time	285
Self-employed without employees: Part-time	224
Self-employed without employees: Full-time	296
Unemployed	84
Full-time student	83

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	467
Level 2 qualifications	843
Apprenticeship	131
Level 3 qualifications	532
Level 4 qualifications and above	2476
No qualifications	724
Other qualifications	141



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