

## SK10 5 – Bollington, 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 9112

Males	4486
Females	4626
Aged 0 to 15	1575
Aged 16 to 74	6783
Age 75 and over	754

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	2026
Married	4008
In a registered same-sex civil partnership	14
Separated	194
Divorced	750
Widowed	545

#### Composition (all households)

One person households	1263
Married couple households	1571
Cohabiting couple households	403
Lone parent households: with dependent children	196
Lone parent households: with non-dependent children only	122
All other households	140

## Leaflet Distribution Ethnicity and Religion Targeting

People in Bollington, 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	8967
Black	16
Asian	55
Arab	4
Mixed	65
Other	5

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 5, Bollington, Macclesfield.

### Religion (all people)

Christian	6012
Muslim	27
Jewish	15
Hindu	15
Sikh	0
Buddhist	23
Other religion	31
No religion	2357
Religion not stated	632

## 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	609
Day-to-day activities limited a little	864
Day-to-day activities not limited	7639
Day-to-day activities limited a lot: Age 16 to 64	241
Day-to-day activities limited a little: Age 16 to 64	380
Day-to-day activities not limited: Age 16 to 64	5234
Very good health	4617
Good health	3028
Fair health	1084
Bad health	309
Very bad health	74
Provides no unpaid care	8125
Provides 1 to 19 hours unpaid care a week	740
Provides 20 to 49 hours unpaid care a week	102
Provides 50 or more hours unpaid care a week	145

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK10 5 Bollington, 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 Bollington, Macclesfield relating to employment and work.**

### Economically active

Employee: Part-time	968
Employee: Full-time	2790
Self-employed with employees: Part-time	30
Self-employed with employees: Full-time	172
Self-employed without employees: Part-time	249
Self-employed without employees: Full-time	496
Unemployed	159
Full-time student	158

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	814
Level 2 qualifications	1066
Apprenticeship	265
Level 3 qualifications	894
Level 4 qualifications and above	3009
No qualifications	1258
Other qualifications	231



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