

SK11 0 – Wildboarclough, 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 4208

Males	2077
Females	2131
Aged 0 to 15	624
Aged 16 to 74	3067
Age 75 and over	517

Profile

Marital status (all people aged 16 and over)

Single (never married)	799
Married	2095
In a registered same-sex civil partnership	2
Separated	53
Divorced	315
Widowed	320

Composition (all households)

One person households	517
Married couple households	739
Cohabiting couple households	145
Lone parent households: with dependent children	57
Lone parent households: with non-dependent children only	49
All other households	69

Leaflet Distribution Ethnicity and Religion Targeting

People in Wildboarclough, 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	4154
Black	1
Asian	14
Arab	1
Mixed	37
Other	1

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 SK11 0, Wildboarclough, Macclesfield.

Religion (all people)

Christian	3011
Muslim	6
Jewish	3
Hindu	1
Sikh	0
Buddhist	8
Other religion	19
No religion	848
Religion not stated	312

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	382
Day-to-day activities limited a little	439
Day-to-day activities not limited	3387
Day-to-day activities limited a lot: Age 16 to 64	119
Day-to-day activities limited a little: Age 16 to 64	171
Day-to-day activities not limited: Age 16 to 64	2205
Very good health	1936
Good health	1463
Fair health	608
Bad health	163
Very bad health	38
Provides no unpaid care	3660
Provides 1 to 19 hours unpaid care a week	402
Provides 20 to 49 hours unpaid care a week	50
Provides 50 or more hours unpaid care a week	96

Leaflet Distribution Work Targeting

Knowing if the target audience in SK11 0 Wildboarclough, 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 Wildboarclough, Macclesfield relating to employment and work.

Economically active

Employee: Part-time	411
Employee: Full-time	1002
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	122
Self-employed without employees: Part-time	157
Self-employed without employees: Full-time	310
Unemployed	62
Full-time student	56

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	397
Level 2 qualifications	488
Apprenticeship	138
Level 3 qualifications	395
Level 4 qualifications and above	1246
No qualifications	797
Other qualifications	123



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