

SK11 7 – Gurnett, 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 11697

Males	5708
Females	5989
Aged 0 to 15	2196
Aged 16 to 74	8662
Age 75 and over	839

Profile

Marital status (all people aged 16 and over)

Single (never married)	3315
Married	4255
In a registered same-sex civil partnership	22
Separated	230
Divorced	1082
Widowed	597

Composition (all households)

One person households	1641
Married couple households	1645
Cohabiting couple households	595
Lone parent households: with dependent children	450
Lone parent households: with non-dependent children only	217
All other households	251

Leaflet Distribution Ethnicity and Religion Targeting

People in Gurnett, 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	11287
Black	44
Asian	241
Arab	5
Mixed	112
Other	8

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 7, Gurnett, Macclesfield.

Religion (all people)

Christian	7498
Muslim	58
Jewish	18
Hindu	63
Sikh	6
Buddhist	30
Other religion	53
No religion	3086
Religion not stated	885

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	962
Day-to-day activities limited a little	1128
Day-to-day activities not limited	9607
Day-to-day activities limited a lot: Age 16 to 64	447
Day-to-day activities limited a little: Age 16 to 64	583
Day-to-day activities not limited: Age 16 to 64	6691
Very good health	5433
Good health	3959
Fair health	1650
Bad health	508
Very bad health	147
Provides no unpaid care	10463
Provides 1 to 19 hours unpaid care a week	803
Provides 20 to 49 hours unpaid care a week	175
Provides 50 or more hours unpaid care a week	256

Leaflet Distribution Work Targeting

Knowing if the target audience in SK11 7 Gurnett,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 Gurnett,Macclesfield relating to employment and work.

Economically active

Employee: Part-time	1385
Employee: Full-time	3579
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	123
Self-employed without employees: Part-time	227
Self-employed without employees: Full-time	436
Unemployed	333
Full-time student	260

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1303
Level 2 qualifications	1602
Apprenticeship	338
Level 3 qualifications	1241
Level 4 qualifications and above	2453
No qualifications	2206
Other qualifications	358



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