

## SK11 8 - Moss Lane, 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 12796

Males	6180
Females	6616
Aged 0 to 15	2257
Aged 16 to 74	9398
Age 75 and over	1141

### Profile

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

Single (never married)	3415
Married	4852
In a registered same-sex civil partnership	14
Separated	265
Divorced	1088
Widowed	905

#### Composition (all households)

One person households	1852
Married couple households	1869
Cohabiting couple households	643
Lone parent households: with dependent children	377
Lone parent households: with non-dependent children only	218
All other households	241

# Leaflet Distribution Ethnicity and Religion Targeting

People in Moss Lane, 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	12387
Black	56
Asian	197
Arab	7
Mixed	135
Other	14

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 8, Moss Lane, Macclesfield.

## Religion (all people)

Christian	8662
Muslim	41
Jewish	16
Hindu	57
Sikh	1
Buddhist	27
Other religion	33
No religion	3146
Religion not stated	813

## 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	1206
Day-to-day activities limited a little	1365
Day-to-day activities not limited	10225
Day-to-day activities limited a lot: Age 16 to 64	485
Day-to-day activities limited a little: Age 16 to 64	640
Day-to-day activities not limited: Age 16 to 64	6984
Very good health	5910
Good health	4234
Fair health	1897
Bad health	605
Very bad health	150
Provides no unpaid care	11393
Provides 1 to 19 hours unpaid care a week	904
Provides 20 to 49 hours unpaid care a week	167
Provides 50 or more hours unpaid care a week	332

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK11 8 Moss Lane,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 Moss Lane,Macclesfield relating to employment and work.**

### Economically active

Employee: Part-time	1383
Employee: Full-time	3847
Self-employed with employees: Part-time	25
Self-employed with employees: Full-time	151
Self-employed without employees: Part-time	251
Self-employed without employees: Full-time	452
Unemployed	344
Full-time student	217

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	1321
Level 2 qualifications	1628
Apprenticeship	351
Level 3 qualifications	1367
Level 4 qualifications and above	3034
No qualifications	2491
Other qualifications	347



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