

## SK11 9 – Warren, 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 4159**

Males	2052
Females	2107
Aged 0 to 15	614
Aged 16 to 74	3027
Age 75 and over	518

### Profile

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

Single (never married)	743
Married	2238
In a registered same-sex civil partnership	3
Separated	48
Divorced	218
Widowed	295

#### **Composition (all households)**

One person households	529
Married couple households	734
Cohabiting couple households	94
Lone parent households: with dependent children	59
Lone parent households: with non-dependent children only	36
All other households	70

# Leaflet Distribution Ethnicity and Religion Targeting

People in Warren, 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	4093
Black	5
Asian	23
Arab	1
Mixed	30
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 SK11 9, Warren, Macclesfield.

## Religion (all people)

Christian	3127
Muslim	21
Jewish	15
Hindu	4
Sikh	0
Buddhist	3
Other religion	17
No religion	709
Religion not stated	263

## 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	286
Day-to-day activities limited a little	434
Day-to-day activities not limited	3439
Day-to-day activities limited a lot: Age 16 to 64	74
Day-to-day activities limited a little: Age 16 to 64	140
Day-to-day activities not limited: Age 16 to 64	2165
Very good health	2000
Good health	1457
Fair health	539
Bad health	129
Very bad health	34
Provides no unpaid care	3623
Provides 1 to 19 hours unpaid care a week	401
Provides 20 to 49 hours unpaid care a week	56
Provides 50 or more hours unpaid care a week	79

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK11 9 Warren,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 Warren,Macclesfield relating to employment and work.**

### Economically active

Employee: Part-time	387
Employee: Full-time	907
Self-employed with employees: Part-time	24
Self-employed with employees: Full-time	176
Self-employed without employees: Part-time	126
Self-employed without employees: Full-time	259
Unemployed	45
Full-time student	61

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	359
Level 2 qualifications	582
Apprenticeship	112
Level 3 qualifications	393
Level 4 qualifications and above	1370
No qualifications	620
Other qualifications	109



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