

SK12 1 – Poynton, Stockport

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 14260

Males	6922
Females	7338
Aged 0 to 15	2345
Aged 16 to 74	10252
Age 75 and over	1663

Profile

Marital status (all people aged 16 and over)

Single (never married)	2621
Married	7110
In a registered same-sex civil partnership	16
Separated	220
Divorced	936
Widowed	1012

Composition (all households)

One person households	1548
Married couple households	2604
Cohabiting couple households	343
Lone parent households: with dependent children	265
Lone parent households: with non-dependent children only	238
All other households	187

Leaflet Distribution Ethnicity and Religion Targeting

People in Poynton, Stockport 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	13978
Black	13
Asian	163
Arab	14
Mixed	78
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 SK12 1, Poynton, Stockport.

Religion (all people)

Christian	10033
Muslim	48
Jewish	14
Hindu	34
Sikh	17
Buddhist	40
Other religion	26
No religion	3059
Religion not stated	989

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	1074
Day-to-day activities limited a little	1419
Day-to-day activities not limited	11767
Day-to-day activities limited a lot: Age 16 to 64	287
Day-to-day activities limited a little: Age 16 to 64	535
Day-to-day activities not limited: Age 16 to 64	7650
Very good health	7121
Good health	4759
Fair health	1742
Bad health	520
Very bad health	118
Provides no unpaid care	12439
Provides 1 to 19 hours unpaid care a week	1302
Provides 20 to 49 hours unpaid care a week	196
Provides 50 or more hours unpaid care a week	323

Leaflet Distribution Work Targeting

Knowing if the target audience in SK12 1 Poynton, Stockport 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 Poynton, Stockport relating to employment and work.

Economically active

Employee: Part-time	1726
Employee: Full-time	3710
Self-employed with employees: Part-time	39
Self-employed with employees: Full-time	219
Self-employed without employees: Part-time	326
Self-employed without employees: Full-time	563
Unemployed	249
Full-time student	287

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1333
Level 2 qualifications	1943
Apprenticeship	483
Level 3 qualifications	1461
Level 4 qualifications and above	4569
No qualifications	1730
Other qualifications	396



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