

## SK12 2 – Disley, 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 4812

Males	2348
Females	2464
Aged 0 to 15	693
Aged 16 to 74	3619
Age 75 and over	500

### Profile

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

Single (never married)	1041
Married	2287
In a registered same-sex civil partnership	8
Separated	78
Divorced	387
Widowed	318

#### Composition (all households)

One person households	580
Married couple households	825
Cohabiting couple households	192
Lone parent households: with dependent children	89
Lone parent households: with non-dependent children only	54
All other households	76

## Leaflet Distribution Ethnicity and Religion Targeting

People in Disley, 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	4710
Black	6
Asian	38
Arab	6
Mixed	45
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 SK12 2, Disley, Stockport.

### Religion (all people)

Christian	3227
Muslim	29
Jewish	5
Hindu	6
Sikh	1
Buddhist	9
Other religion	10
No religion	1186
Religion not stated	339

## 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	360
Day-to-day activities limited a little	462
Day-to-day activities not limited	3990
Day-to-day activities limited a lot: Age 16 to 64	127
Day-to-day activities limited a little: Age 16 to 64	190
Day-to-day activities not limited: Age 16 to 64	2715
Very good health	2451
Good health	1599
Fair health	546
Bad health	170
Very bad health	46
Provides no unpaid care	4227
Provides 1 to 19 hours unpaid care a week	459
Provides 20 to 49 hours unpaid care a week	44
Provides 50 or more hours unpaid care a week	82

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK12 2 Disley, 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 Disley, Stockport relating to employment and work.**

### Economically active

Employee: Part-time	537
Employee: Full-time	1366
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	142
Self-employed without employees: Part-time	146
Self-employed without employees: Full-time	206
Unemployed	77
Full-time student	95

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	446
Level 2 qualifications	683
Apprenticeship	150
Level 3 qualifications	504
Level 4 qualifications and above	1606
No qualifications	582
Other qualifications	148



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