

SK15 1 - Stalybridge

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 8991

Males	4460
Females	4531
Aged 0 to 15	1793
Aged 16 to 74	6604
Age 75 and over	594

Profile

Marital status (all people aged 16 and over)

Single (never married)	2824
Married	2758
In a registered same-sex civil partnership	12
Separated	237
Divorced	814
Widowed	553

Composition (all households)

One person households	1386
Married couple households	1064
Cohabiting couple households	507
Lone parent households: with dependent children	413
Lone parent households: with non-dependent children only	161
All other households	210

Leaflet Distribution Ethnicity and Religion Targeting

People in Stalybridge 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	8548
Black	67
Asian	263
Arab	4
Mixed	105
Other	4

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 SK15 1, Stalybridge.

Religion (all people)

Christian	5686
Muslim	71
Jewish	5
Hindu	134
Sikh	2
Buddhist	15
Other religion	30
No religion	2493
Religion not stated	555

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	1061
Day-to-day activities limited a little	978
Day-to-day activities not limited	6952
Day-to-day activities limited a lot: Age 16 to 64	583
Day-to-day activities limited a little: Age 16 to 64	558
Day-to-day activities not limited: Age 16 to 64	4724
Very good health	3768
Good health	3042
Fair health	1446
Bad health	601
Very bad health	134
Provides no unpaid care	8031
Provides 1 to 19 hours unpaid care a week	522
Provides 20 to 49 hours unpaid care a week	156
Provides 50 or more hours unpaid care a week	282

Leaflet Distribution Work Targeting

Knowing if the target audience in SK15 1 Stalybridge 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 Stalybridge relating to employment and work.

Economically active

Employee: Part-time	838
Employee: Full-time	2552
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	66
Self-employed without employees: Part-time	97
Self-employed without employees: Full-time	270
Unemployed	448
Full-time student	152

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1184
Level 2 qualifications	1336
Apprenticeship	284
Level 3 qualifications	814
Level 4 qualifications and above	1065
No qualifications	2232
Other qualifications	283



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