

## SK16 4 - Dukinfield West, Dukinfield

### 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 8400

Males	4149
Females	4251
Aged 0 to 15	1689
Aged 16 to 74	6169
Age 75 and over	542

### Profile

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

Single (never married)	2629
Married	2483
In a registered same-sex civil partnership	27
Separated	247
Divorced	833
Widowed	492

#### Composition (all households)

One person households	1419
Married couple households	960
Cohabiting couple households	533
Lone parent households: with dependent children	374
Lone parent households: with non-dependent children only	143
All other households	228

# Leaflet Distribution Ethnicity and Religion Targeting

People in Dukinfield West, Dukinfield 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	7913
Black	70
Asian	281
Arab	7
Mixed	114
Other	15

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 SK16 4, Dukinfield West, Dukinfield.

## Religion (all people)

Christian	5161
Muslim	156
Jewish	2
Hindu	61
Sikh	2
Buddhist	10
Other religion	28
No religion	2403
Religion not stated	577

## 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	995
Day-to-day activities limited a little	880
Day-to-day activities not limited	6525
Day-to-day activities limited a lot: Age 16 to 64	544
Day-to-day activities limited a little: Age 16 to 64	485
Day-to-day activities not limited: Age 16 to 64	4537
Very good health	3473
Good health	2879
Fair health	1350
Bad health	530
Very bad health	168
Provides no unpaid care	7537
Provides 1 to 19 hours unpaid care a week	478
Provides 20 to 49 hours unpaid care a week	137
Provides 50 or more hours unpaid care a week	248

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK16 4 Dukinfield West, Dukinfield 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 Dukinfield West, Dukinfield relating to employment and work.**

### Economically active

Employee: Part-time	782
Employee: Full-time	2656
Self-employed with employees: Part-time	9
Self-employed with employees: Full-time	57
Self-employed without employees: Part-time	80
Self-employed without employees: Full-time	212
Unemployed	367
Full-time student	116

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1073
Level 2 qualifications	1199
Apprenticeship	276
Level 3 qualifications	833
Level 4 qualifications and above	941
No qualifications	2143
Other qualifications	246



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