

SK7 1 – Woodford/Bramhall, 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 6761

Males	3264
Females	3497
Aged 0 to 15	1277
Aged 16 to 74	4628
Age 75 and over	856

Profile

Marital status (all people aged 16 and over)

Single (never married)	1049
Married	3587
In a registered same-sex civil partnership	1
Separated	80
Divorced	272
Widowed	495

Composition (all households)

One person households	551
Married couple households	1270
Cohabiting couple households	105
Lone parent households: with dependent children	102
Lone parent households: with non-dependent children only	86
All other households	89

Leaflet Distribution Ethnicity and Religion Targeting

People in Woodford/Bramhall, 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	6423
Black	16
Asian	220
Arab	6
Mixed	91
Other	5

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 SK7 1, Woodford/Bramhall, Stockport.

Religion (all people)

Christian	4677
Muslim	93
Jewish	47
Hindu	52
Sikh	19
Buddhist	12
Other religion	15
No religion	1440
Religion not stated	406

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	387
Day-to-day activities limited a little	594
Day-to-day activities not limited	5780
Day-to-day activities limited a lot: Age 16 to 64	84
Day-to-day activities limited a little: Age 16 to 64	178
Day-to-day activities not limited: Age 16 to 64	3529
Very good health	3734
Good health	2120
Fair health	729
Bad health	134
Very bad health	44
Provides no unpaid care	5964
Provides 1 to 19 hours unpaid care a week	593
Provides 20 to 49 hours unpaid care a week	79
Provides 50 or more hours unpaid care a week	125

Leaflet Distribution Work Targeting

Knowing if the target audience in SK7 1 Woodford/Bramhall, 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 Woodford/Bramhall, Stockport relating to employment and work.

Economically active

Employee: Part-time	706
Employee: Full-time	1650
Self-employed with employees: Part-time	35
Self-employed with employees: Full-time	170
Self-employed without employees: Part-time	174
Self-employed without employees: Full-time	234
Unemployed	90
Full-time student	127

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	495
Level 2 qualifications	877
Apprenticeship	147
Level 3 qualifications	636
Level 4 qualifications and above	2540
No qualifications	604
Other qualifications	185



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