

## SK7 2 – 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 7106

Males	3401
Females	3705
Aged 0 to 15	1289
Aged 16 to 74	4948
Age 75 and over	869

### Profile

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

Single (never married)	1208
Married	3508
In a registered same-sex civil partnership	3
Separated	114
Divorced	448
Widowed	536

#### Composition (all households)

One person households	770
Married couple households	1232
Cohabiting couple households	142
Lone parent households: with dependent children	143
Lone parent households: with non-dependent children only	94
All other households	104

# Leaflet Distribution Ethnicity and Religion Targeting

People in 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	6506
Black	30
Asian	402
Arab	5
Mixed	118
Other	45

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 2, Bramhall, Stockport.

## Religion (all people)

Christian	4721
Muslim	158
Jewish	28
Hindu	124
Sikh	17
Buddhist	19
Other religion	21
No religion	1541
Religion not stated	477

## 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	499
Day-to-day activities limited a little	658
Day-to-day activities not limited	5949
Day-to-day activities limited a lot: Age 16 to 64	130
Day-to-day activities limited a little: Age 16 to 64	235
Day-to-day activities not limited: Age 16 to 64	3692
Very good health	3726
Good health	2264
Fair health	822
Bad health	223
Very bad health	71
Provides no unpaid care	6331
Provides 1 to 19 hours unpaid care a week	549
Provides 20 to 49 hours unpaid care a week	88
Provides 50 or more hours unpaid care a week	138

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK7 2 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 Bramhall,Stockport relating to employment and work.**

### Economically active

Employee: Part-time	704
Employee: Full-time	1787
Self-employed with employees: Part-time	26
Self-employed with employees: Full-time	141
Self-employed without employees: Part-time	174
Self-employed without employees: Full-time	241
Unemployed	120
Full-time student	139

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	577
Level 2 qualifications	829
Apprenticeship	180
Level 3 qualifications	623
Level 4 qualifications and above	2692
No qualifications	739
Other qualifications	177



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