

## SK7 3 - Bramhall Park, 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 6678

Males	3243
Females	3435
Aged 0 to 15	1268
Aged 16 to 74	4793
Age 75 and over	617

### Profile

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

Single (never married)	1381
Married	3044
In a registered same-sex civil partnership	9
Separated	125
Divorced	465
Widowed	386

#### Composition (all households)

One person households	719
Married couple households	1125
Cohabiting couple households	206
Lone parent households: with dependent children	157
Lone parent households: with non-dependent children only	130
All other households	100

# Leaflet Distribution Ethnicity and Religion Targeting

People in Bramhall Park, 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	6040
Black	46
Asian	399
Arab	15
Mixed	122
Other	56

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 3, Bramhall Park, Stockport.

## Religion (all people)

Christian	4235
Muslim	222
Jewish	42
Hindu	86
Sikh	22
Buddhist	29
Other religion	26
No religion	1564
Religion not stated	452

## 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	395
Day-to-day activities limited a little	623
Day-to-day activities not limited	5660
Day-to-day activities limited a lot: Age 16 to 64	157
Day-to-day activities limited a little: Age 16 to 64	245
Day-to-day activities not limited: Age 16 to 64	3723
Very good health	3497
Good health	2212
Fair health	734
Bad health	189
Very bad health	46
Provides no unpaid care	5939
Provides 1 to 19 hours unpaid care a week	516
Provides 20 to 49 hours unpaid care a week	87
Provides 50 or more hours unpaid care a week	136

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK7 3 Bramhall Park, 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 Park, Stockport relating to employment and work.**

### Economically active

Employee: Part-time	688
Employee: Full-time	1839
Self-employed with employees: Part-time	29
Self-employed with employees: Full-time	184
Self-employed without employees: Part-time	162
Self-employed without employees: Full-time	261
Unemployed	140
Full-time student	126

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	583
Level 2 qualifications	898
Apprenticeship	179
Level 3 qualifications	651
Level 4 qualifications and above	2198
No qualifications	723
Other qualifications	178



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