

SK7 5 - Norbury Moor, 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 5876

Males	2864
Females	3012
Aged 0 to 15	984
Aged 16 to 74	4315
Age 75 and over	577

Profile

Marital status (all people aged 16 and over)

Single (never married)	1237
Married	2753
In a registered same-sex civil partnership	0
Separated	99
Divorced	424
Widowed	379

Composition (all households)

One person households	688
Married couple households	994
Cohabiting couple households	174
Lone parent households: with dependent children	118
Lone parent households: with non-dependent children only	97
All other households	106

Leaflet Distribution Ethnicity and Religion Targeting

People in Norbury Moor, 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	5570
Black	25
Asian	179
Arab	19
Mixed	70
Other	13

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 5, Norbury Moor, Stockport.

Religion (all people)

Christian	4226
Muslim	99
Jewish	5
Hindu	43
Sikh	10
Buddhist	19
Other religion	15
No religion	1151
Religion not stated	308

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	419
Day-to-day activities limited a little	574
Day-to-day activities not limited	4883
Day-to-day activities limited a lot: Age 16 to 64	140
Day-to-day activities limited a little: Age 16 to 64	227
Day-to-day activities not limited: Age 16 to 64	3222
Very good health	2845
Good health	2027
Fair health	765
Bad health	184
Very bad health	55
Provides no unpaid care	5194
Provides 1 to 19 hours unpaid care a week	471
Provides 20 to 49 hours unpaid care a week	76
Provides 50 or more hours unpaid care a week	135

Leaflet Distribution Work Targeting

Knowing if the target audience in SK7 5 Norbury Moor, 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 Norbury Moor, Stockport relating to employment and work.

Economically active

Employee: Part-time	682
Employee: Full-time	1682
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	109
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	198
Unemployed	116
Full-time student	128

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	667
Level 2 qualifications	801
Apprenticeship	252
Level 3 qualifications	675
Level 4 qualifications and above	1576
No qualifications	748
Other qualifications	173



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