

## SK8 1 - Cheadle South, 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 5536

Males	2624
Females	2912
Aged 0 to 15	1057
Aged 16 to 74	3896
Age 75 and over	583

### Profile

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

Single (never married)	1321
Married	2303
In a registered same-sex civil partnership	8
Separated	101
Divorced	341
Widowed	405

#### Composition (all households)

One person households	749
Married couple households	834
Cohabiting couple households	163
Lone parent households: with dependent children	116
Lone parent households: with non-dependent children only	81
All other households	146

# Leaflet Distribution Ethnicity and Religion Targeting

People in Cheadle South, 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	4481
Black	31
Asian	793
Arab	57
Mixed	114
Other	60

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 SK8 1, Cheadle South, Stockport.

## Religion (all people)

Christian	2902
Muslim	574
Jewish	484
Hindu	104
Sikh	10
Buddhist	12
Other religion	52
No religion	993
Religion not stated	405

## 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	504
Day-to-day activities limited a little	475
Day-to-day activities not limited	4557
Day-to-day activities limited a lot: Age 16 to 64	188
Day-to-day activities limited a little: Age 16 to 64	223
Day-to-day activities not limited: Age 16 to 64	2991
Very good health	2824
Good health	1706
Fair health	715
Bad health	227
Very bad health	64
Provides no unpaid care	4931
Provides 1 to 19 hours unpaid care a week	410
Provides 20 to 49 hours unpaid care a week	70
Provides 50 or more hours unpaid care a week	125

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK8 1 Cheadle South, 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 Cheadle South, Stockport relating to employment and work.**

### Economically active

Employee: Part-time	566
Employee: Full-time	1309
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	172
Self-employed without employees: Part-time	123
Self-employed without employees: Full-time	235
Unemployed	136
Full-time student	111

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	478
Level 2 qualifications	602
Apprenticeship	119
Level 3 qualifications	466
Level 4 qualifications and above	1787
No qualifications	858
Other qualifications	169



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