

SK8 3 - Heald Green, 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 12440

Males	6111
Females	6329
Aged 0 to 15	2202
Aged 16 to 74	8960
Age 75 and over	1278

Profile

Marital status (all people aged 16 and over)

Single (never married)	2934
Married	5516
In a registered same-sex civil partnership	12
Separated	208
Divorced	726
Widowed	842

Composition (all households)

One person households	1291
Married couple households	1877
Cohabiting couple households	322
Lone parent households: with dependent children	223
Lone parent households: with non-dependent children only	227
All other households	358

Leaflet Distribution Ethnicity and Religion Targeting

People in Heald Green, 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	10005
Black	76
Asian	2024
Arab	77
Mixed	209
Other	49

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 3, Heald Green, Stockport.

Religion (all people)

Christian	7585
Muslim	1619
Jewish	100
Hindu	138
Sikh	53
Buddhist	47
Other religion	60
No religion	2055
Religion not stated	783

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	1091
Day-to-day activities limited a little	1306
Day-to-day activities not limited	10043
Day-to-day activities limited a lot: Age 16 to 64	481
Day-to-day activities limited a little: Age 16 to 64	572
Day-to-day activities not limited: Age 16 to 64	6605
Very good health	5866
Good health	4207
Fair health	1758
Bad health	499
Very bad health	110
Provides no unpaid care	10876
Provides 1 to 19 hours unpaid care a week	1012
Provides 20 to 49 hours unpaid care a week	182
Provides 50 or more hours unpaid care a week	370

Leaflet Distribution Work Targeting

Knowing if the target audience in SK8 3 Heald Green, 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 Heald Green, Stockport relating to employment and work.

Economically active

Employee: Part-time	1364
Employee: Full-time	3270
Self-employed with employees: Part-time	40
Self-employed with employees: Full-time	171
Self-employed without employees: Part-time	220
Self-employed without employees: Full-time	459
Unemployed	306
Full-time student	298

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1410
Level 2 qualifications	1745
Apprenticeship	412
Level 3 qualifications	1273
Level 4 qualifications and above	2793
No qualifications	2009
Other qualifications	596



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