

SK8 4 – Gatley, 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 8557

Males	4127
Females	4430
Aged 0 to 15	1664
Aged 16 to 74	5908
Age 75 and over	985

Profile

Marital status (all people aged 16 and over)

Single (never married)	1738
Married	3927
In a registered same-sex civil partnership	17
Separated	138
Divorced	457
Widowed	616

Composition (all households)

One person households	957
Married couple households	1381
Cohabiting couple households	214
Lone parent households: with dependent children	128
Lone parent households: with non-dependent children only	112
All other households	193

Leaflet Distribution Ethnicity and Religion Targeting

People in Gatley, 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	6914
Black	66
Asian	1192
Arab	89
Mixed	196
Other	100

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 4, Gatley, Stockport.

Religion (all people)

Christian	4954
Muslim	1041
Jewish	261
Hindu	128
Sikh	32
Buddhist	30
Other religion	55
No religion	1575
Religion not stated	481

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	652
Day-to-day activities limited a little	862
Day-to-day activities not limited	7043
Day-to-day activities limited a lot: Age 16 to 64	213
Day-to-day activities limited a little: Age 16 to 64	338
Day-to-day activities not limited: Age 16 to 64	4474
Very good health	4346
Good health	2726
Fair health	1092
Bad health	305
Very bad health	88
Provides no unpaid care	7537
Provides 1 to 19 hours unpaid care a week	678
Provides 20 to 49 hours unpaid care a week	125
Provides 50 or more hours unpaid care a week	217

Leaflet Distribution Work Targeting

Knowing if the target audience in SK8 4 Gatley, 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 Gatley, Stockport relating to employment and work.

Economically active

Employee: Part-time	813
Employee: Full-time	2167
Self-employed with employees: Part-time	41
Self-employed with employees: Full-time	183
Self-employed without employees: Part-time	181
Self-employed without employees: Full-time	334
Unemployed	173
Full-time student	191

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	752
Level 2 qualifications	954
Apprenticeship	222
Level 3 qualifications	754
Level 4 qualifications and above	2724
No qualifications	1156
Other qualifications	331



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