

SK8 5 - Cheadle Hulme, 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 8382

Males	4154
Females	4228
Aged 0 to 15	1584
Aged 16 to 74	5996
Age 75 and over	802

Profile

Marital status (all people aged 16 and over)

Single (never married)	1875
Married	3803
In a registered same-sex civil partnership	10
Separated	143
Divorced	486
Widowed	481

Composition (all households)

One person households	921
Married couple households	1405
Cohabiting couple households	243
Lone parent households: with dependent children	176
Lone parent households: with non-dependent children only	135
All other households	171

Leaflet Distribution Ethnicity and Religion Targeting

People in Cheadle Hulme, 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	7614
Black	65
Asian	495
Arab	32
Mixed	137
Other	39

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 5, Cheadle Hulme, Stockport.

Religion (all people)

Christian	5505
Muslim	375
Jewish	52
Hindu	41
Sikh	18
Buddhist	24
Other religion	45
No religion	1798
Religion not stated	524

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	620
Day-to-day activities limited a little	813
Day-to-day activities not limited	6949
Day-to-day activities limited a lot: Age 16 to 64	250
Day-to-day activities limited a little: Age 16 to 64	351
Day-to-day activities not limited: Age 16 to 64	4570
Very good health	4176
Good health	2751
Fair health	1063
Bad health	316
Very bad health	76
Provides no unpaid care	7349
Provides 1 to 19 hours unpaid care a week	706
Provides 20 to 49 hours unpaid care a week	106
Provides 50 or more hours unpaid care a week	221

Leaflet Distribution Work Targeting

Knowing if the target audience in SK8 5 Cheadle Hulme, 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 Hulme, Stockport relating to employment and work.

Economically active

Employee: Part-time	905
Employee: Full-time	2419
Self-employed with employees: Part-time	21
Self-employed with employees: Full-time	117
Self-employed without employees: Part-time	165
Self-employed without employees: Full-time	305
Unemployed	181
Full-time student	183

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	899
Level 2 qualifications	1062
Apprenticeship	281
Level 3 qualifications	823
Level 4 qualifications and above	2278
No qualifications	1173
Other qualifications	282



Manchester's Best Leaflet Delivery Service

WWW.WEDELIVERALL.CO.UK