

## SK8 6 - Stanley 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 7783

Males	3763
Females	4020
Aged 0 to 15	1464
Aged 16 to 74	5671
Age 75 and over	648

### Profile

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

Single (never married)	1740
Married	3458
In a registered same-sex civil partnership	2
Separated	144
Divorced	557
Widowed	418

#### Composition (all households)

One person households	877
Married couple households	1299
Cohabiting couple households	239
Lone parent households: with dependent children	186
Lone parent households: with non-dependent children only	108
All other households	179

# Leaflet Distribution Ethnicity and Religion Targeting

People in Stanley 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	6923
Black	61
Asian	604
Arab	37
Mixed	122
Other	36

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 6, Stanley Green, Stockport.

## Religion (all people)

Christian	5059
Muslim	339
Jewish	34
Hindu	129
Sikh	12
Buddhist	34
Other religion	39
No religion	1624
Religion not stated	513

## 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	585
Day-to-day activities limited a little	690
Day-to-day activities not limited	6508
Day-to-day activities limited a lot: Age 16 to 64	247
Day-to-day activities limited a little: Age 16 to 64	275
Day-to-day activities not limited: Age 16 to 64	4380
Very good health	4059
Good health	2439
Fair health	924
Bad health	267
Very bad health	94
Provides no unpaid care	6857
Provides 1 to 19 hours unpaid care a week	630
Provides 20 to 49 hours unpaid care a week	113
Provides 50 or more hours unpaid care a week	183

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK8 6 Stanley 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 Stanley Green, Stockport relating to employment and work.**

### Economically active

Employee: Part-time	862
Employee: Full-time	2323
Self-employed with employees: Part-time	26
Self-employed with employees: Full-time	122
Self-employed without employees: Part-time	143
Self-employed without employees: Full-time	297
Unemployed	173
Full-time student	192

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	761
Level 2 qualifications	1037
Apprenticeship	248
Level 3 qualifications	840
Level 4 qualifications and above	2229
No qualifications	956
Other qualifications	248

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