

## SK9 1 - Wilmslow

### 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 2340

Males	1140
Females	1200
Aged 0 to 15	372
Aged 16 to 74	1602
Age 75 and over	366

### Profile

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

Single (never married)	455
Married	1087
In a registered same-sex civil partnership	2
Separated	46
Divorced	172
Widowed	206

#### Composition (all households)

One person households	429
Married couple households	359
Cohabiting couple households	85
Lone parent households: with dependent children	36
Lone parent households: with non-dependent children only	21
All other households	32

# Leaflet Distribution Ethnicity and Religion Targeting

People in Wilmslow 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	2131
Black	10
Asian	150
Arab	9
Mixed	35
Other	5

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 SK9 1, Wilmslow.

## Religion (all people)

Christian	1564
Muslim	36
Jewish	27
Hindu	46
Sikh	1
Buddhist	21
Other religion	6
No religion	480
Religion not stated	159

## 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	154
Day-to-day activities limited a little	211
Day-to-day activities not limited	1975
Day-to-day activities limited a lot: Age 16 to 64	36
Day-to-day activities limited a little: Age 16 to 64	51
Day-to-day activities not limited: Age 16 to 64	1252
Very good health	1281
Good health	703
Fair health	280
Bad health	64
Very bad health	12
Provides no unpaid care	2120
Provides 1 to 19 hours unpaid care a week	160
Provides 20 to 49 hours unpaid care a week	23
Provides 50 or more hours unpaid care a week	37

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK9 1 Wilmslow 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 Wilmslow relating to employment and work.**

### Economically active

Employee: Part-time	193
Employee: Full-time	628
Self-employed with employees: Part-time	18
Self-employed with employees: Full-time	79
Self-employed without employees: Part-time	68
Self-employed without employees: Full-time	75
Unemployed	41
Full-time student	27

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	151
Level 2 qualifications	293
Apprenticeship	43
Level 3 qualifications	193
Level 4 qualifications and above	1001
No qualifications	212
Other qualifications	75



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