

SK9 2 - Dean Row, 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 8953

Males	4450
Females	4503
Aged 0 to 15	1744
Aged 16 to 74	6646
Age 75 and over	563

Profile

Marital status (all people aged 16 and over)

Single (never married)	2308
Married	3631
In a registered same-sex civil partnership	11
Separated	171
Divorced	685
Widowed	403

Composition (all households)

One person households	1220
Married couple households	1410
Cohabiting couple households	355
Lone parent households: with dependent children	257
Lone parent households: with non-dependent children only	125
All other households	191

Leaflet Distribution Ethnicity and Religion Targeting

People in Dean Row, 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	7895
Black	63
Asian	677
Arab	57
Mixed	212
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 SK9 2, Dean Row, Wilmslow.

Religion (all people)

Christian	5510
Muslim	386
Jewish	58
Hindu	158
Sikh	38
Buddhist	39
Other religion	36
No religion	2138
Religion not stated	590

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	545
Day-to-day activities limited a little	697
Day-to-day activities not limited	7711
Day-to-day activities limited a lot: Age 16 to 64	258
Day-to-day activities limited a little: Age 16 to 64	358
Day-to-day activities not limited: Age 16 to 64	5369
Very good health	4985
Good health	2733
Fair health	899
Bad health	262
Very bad health	74
Provides no unpaid care	8058
Provides 1 to 19 hours unpaid care a week	646
Provides 20 to 49 hours unpaid care a week	93
Provides 50 or more hours unpaid care a week	156

Leaflet Distribution Work Targeting

Knowing if the target audience in SK9 2 Dean Row, 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 Dean Row, Wilmslow relating to employment and work.

Economically active

Employee: Part-time	889
Employee: Full-time	2795
Self-employed with employees: Part-time	44
Self-employed with employees: Full-time	226
Self-employed without employees: Part-time	209
Self-employed without employees: Full-time	332
Unemployed	258
Full-time student	174

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	833
Level 2 qualifications	1113
Apprenticeship	145
Level 3 qualifications	853
Level 4 qualifications and above	3017
No qualifications	965
Other qualifications	283



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