

SK9 3 – Handforth, 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 6266

Males	3089
Females	3177
Aged 0 to 15	1050
Aged 16 to 74	4543
Age 75 and over	673

Profile

Marital status (all people aged 16 and over)

Single (never married)	1610
Married	2430
In a registered same-sex civil partnership	14
Separated	134
Divorced	563
Widowed	465

Composition (all households)

One person households	1105
Married couple households	892
Cohabiting couple households	258
Lone parent households: with dependent children	155
Lone parent households: with non-dependent children only	129
All other households	133

Leaflet Distribution Ethnicity and Religion Targeting

People in Handforth, 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	5833
Black	55
Asian	242
Arab	37
Mixed	91
Other	8

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 3, Handforth, Wilmslow.

Religion (all people)

Christian	4076
Muslim	136
Jewish	22
Hindu	44
Sikh	18
Buddhist	25
Other religion	18
No religion	1483
Religion not stated	444

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	617
Day-to-day activities limited a little	664
Day-to-day activities not limited	4985
Day-to-day activities limited a lot: Age 16 to 64	268
Day-to-day activities limited a little: Age 16 to 64	273
Day-to-day activities not limited: Age 16 to 64	3339
Very good health	2920
Good health	2033
Fair health	930
Bad health	295
Very bad health	88
Provides no unpaid care	5585
Provides 1 to 19 hours unpaid care a week	433
Provides 20 to 49 hours unpaid care a week	87
Provides 50 or more hours unpaid care a week	161

Leaflet Distribution Work Targeting

Knowing if the target audience in SK9 3 Handforth, 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 Handforth, Wilmslow relating to employment and work.

Economically active

Employee: Part-time	665
Employee: Full-time	1837
Self-employed with employees: Part-time	16
Self-employed with employees: Full-time	74
Self-employed without employees: Part-time	103
Self-employed without employees: Full-time	255
Unemployed	134
Full-time student	133

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	617
Level 2 qualifications	837
Apprenticeship	182
Level 3 qualifications	630
Level 4 qualifications and above	1640
No qualifications	1100
Other qualifications	210



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