

SK9 5 - Morley Green, 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 5052

Males	2419
Females	2633
Aged 0 to 15	902
Aged 16 to 74	3569
Age 75 and over	581

Profile

Marital status (all people aged 16 and over)

Single (never married)	1110
Married	2208
In a registered same-sex civil partnership	14
Separated	97
Divorced	370
Widowed	351

Composition (all households)

One person households	734
Married couple households	810
Cohabiting couple households	202
Lone parent households: with dependent children	103
Lone parent households: with non-dependent children only	56
All other households	122

Leaflet Distribution Ethnicity and Religion Targeting

People in Morley Green, 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	4803
Black	16
Asian	127
Arab	8
Mixed	72
Other	26

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 5, Morley Green, Wilmslow.

Religion (all people)

Christian	3285
Muslim	52
Jewish	43
Hindu	30
Sikh	21
Buddhist	19
Other religion	11
No religion	1263
Religion not stated	328

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	295
Day-to-day activities limited a little	436
Day-to-day activities not limited	4321
Day-to-day activities limited a lot: Age 16 to 64	75
Day-to-day activities limited a little: Age 16 to 64	156
Day-to-day activities not limited: Age 16 to 64	2855
Very good health	2871
Good health	1486
Fair health	541
Bad health	126
Very bad health	28
Provides no unpaid care	4522
Provides 1 to 19 hours unpaid care a week	391
Provides 20 to 49 hours unpaid care a week	47
Provides 50 or more hours unpaid care a week	92

Leaflet Distribution Work Targeting

Knowing if the target audience in SK9 5 Morley Green, 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 Morley Green, Wilmslow relating to employment and work.

Economically active

Employee: Part-time	432
Employee: Full-time	1467
Self-employed with employees: Part-time	22
Self-employed with employees: Full-time	150
Self-employed without employees: Part-time	155
Self-employed without employees: Full-time	250
Unemployed	80
Full-time student	60

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	365
Level 2 qualifications	512
Apprenticeship	97
Level 3 qualifications	439
Level 4 qualifications and above	2008
No qualifications	601
Other qualifications	128



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