

SK9 6 - Davenport 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 5285

Males	2591
Females	2694
Aged 0 to 15	1147
Aged 16 to 74	3640
Age 75 and over	498

Profile

Marital status (all people aged 16 and over)

Single (never married)	887
Married	2582
In a registered same-sex civil partnership	4
Separated	67
Divorced	313
Widowed	285

Composition (all households)

One person households	492
Married couple households	979
Cohabiting couple households	153
Lone parent households: with dependent children	97
Lone parent households: with non-dependent children only	66
All other households	64

Leaflet Distribution Ethnicity and Religion Targeting

People in Davenport 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	5152
Black	10
Asian	58
Arab	4
Mixed	51
Other	10

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 6, Davenport Green, Wilmslow.

Religion (all people)

Christian	3564
Muslim	24
Jewish	22
Hindu	14
Sikh	6
Buddhist	16
Other religion	16
No religion	1263
Religion not stated	360

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	246
Day-to-day activities limited a little	410
Day-to-day activities not limited	4629
Day-to-day activities limited a lot: Age 16 to 64	65
Day-to-day activities limited a little: Age 16 to 64	149
Day-to-day activities not limited: Age 16 to 64	2890
Very good health	3111
Good health	1547
Fair health	484
Bad health	110
Very bad health	33
Provides no unpaid care	4769
Provides 1 to 19 hours unpaid care a week	398
Provides 20 to 49 hours unpaid care a week	48
Provides 50 or more hours unpaid care a week	70

Leaflet Distribution Work Targeting

Knowing if the target audience in SK9 6 Davenport 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 Davenport Green, Wilmslow relating to employment and work.

Economically active

Employee: Part-time	538
Employee: Full-time	1458
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	120
Self-employed without employees: Part-time	136
Self-employed without employees: Full-time	209
Unemployed	67
Full-time student	89

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	360
Level 2 qualifications	635
Apprenticeship	119
Level 3 qualifications	473
Level 4 qualifications and above	1968
No qualifications	487
Other qualifications	96



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