

SK14 2 – Godley, Hyde

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 4141

Males	2034
Females	2107
Aged 0 to 15	750
Aged 16 to 74	3047
Age 75 and over	344

Profile

Marital status (all people aged 16 and over)

Single (never married)	1243
Married	1284
In a registered same-sex civil partnership	7
Separated	116
Divorced	419
Widowed	322

Composition (all households)

One person households	784
Married couple households	476
Cohabiting couple households	249
Lone parent households: with dependent children	167
Lone parent households: with non-dependent children only	65
All other households	105

Leaflet Distribution Ethnicity and Religion Targeting

People in Godley, Hyde 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	3844
Black	19
Asian	197
Arab	1
Mixed	71
Other	9

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 SK14 2, Godley, Hyde.

Religion (all people)

Christian	2567
Muslim	176
Jewish	3
Hindu	6
Sikh	1
Buddhist	3
Other religion	10
No religion	1088
Religion not stated	287

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	513
Day-to-day activities limited a little	435
Day-to-day activities not limited	3193
Day-to-day activities limited a lot: Age 16 to 64	255
Day-to-day activities limited a little: Age 16 to 64	228
Day-to-day activities not limited: Age 16 to 64	2198
Very good health	1716
Good health	1372
Fair health	693
Bad health	282
Very bad health	78
Provides no unpaid care	3738
Provides 1 to 19 hours unpaid care a week	225
Provides 20 to 49 hours unpaid care a week	71
Provides 50 or more hours unpaid care a week	107

Leaflet Distribution Work Targeting

Knowing if the target audience in SK14 2 Godley, Hyde 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 Godley, Hyde relating to employment and work.

Economically active

Employee: Part-time	383
Employee: Full-time	1293
Self-employed with employees: Part-time	11
Self-employed with employees: Full-time	33
Self-employed without employees: Part-time	50
Self-employed without employees: Full-time	117
Unemployed	131
Full-time student	66

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	560
Level 2 qualifications	558
Apprenticeship	135
Level 3 qualifications	383
Level 4 qualifications and above	598
No qualifications	985
Other qualifications	172



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