

SK14 4 – Newton, 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 12573

Males	6162
Females	6411
Aged 0 to 15	2686
Aged 16 to 74	9225
Age 75 and over	662

Profile

Marital status (all people aged 16 and over)

Single (never married)	3707
Married	4043
In a registered same-sex civil partnership	30
Separated	269
Divorced	1180
Widowed	658

Composition (all households)

One person households	1755
Married couple households	1610
Cohabiting couple households	762
Lone parent households: with dependent children	518
Lone parent households: with non-dependent children only	188
All other households	283

Leaflet Distribution Ethnicity and Religion Targeting

People in Newton, 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	11753
Black	73
Asian	566
Arab	2
Mixed	169
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 SK14 4, Newton, Hyde.

Religion (all people)

Christian	7579
Muslim	486
Jewish	7
Hindu	47
Sikh	2
Buddhist	26
Other religion	41
No religion	3508
Religion not stated	877

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	1297
Day-to-day activities limited a little	1192
Day-to-day activities not limited	10084
Day-to-day activities limited a lot: Age 16 to 64	737
Day-to-day activities limited a little: Age 16 to 64	719
Day-to-day activities not limited: Age 16 to 64	6827
Very good health	5558
Good health	4215
Fair health	1872
Bad health	722
Very bad health	206
Provides no unpaid care	11265
Provides 1 to 19 hours unpaid care a week	750
Provides 20 to 49 hours unpaid care a week	198
Provides 50 or more hours unpaid care a week	360

Leaflet Distribution Work Targeting

Knowing if the target audience in SK14 4 Newton, 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 Newton, Hyde relating to employment and work.

Economically active

Employee: Part-time	1213
Employee: Full-time	3874
Self-employed with employees: Part-time	21
Self-employed with employees: Full-time	102
Self-employed without employees: Part-time	150
Self-employed without employees: Full-time	342
Unemployed	509
Full-time student	211

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1698
Level 2 qualifications	1821
Apprenticeship	421
Level 3 qualifications	1229
Level 4 qualifications and above	1526
No qualifications	2758
Other qualifications	434



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