

SK14 6 - Mottram In Longdendale,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 4389

Males	2167
Females	2222
Aged 0 to 15	775
Aged 16 to 74	3249
Age 75 and over	365

Profile

Marital status (all people aged 16 and over)

Single (never married)	1160
Married	1625
In a registered same-sex civil partnership	16
Separated	104
Divorced	396
Widowed	313

Composition (all households)

One person households	730
Married couple households	615
Cohabiting couple households	200
Lone parent households: with dependent children	127
Lone parent households: with non-dependent children only	73
All other households	107

Leaflet Distribution Ethnicity and Religion Targeting

People in Mottram In Longdendale, 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	4274
Black	35
Asian	31
Arab	1
Mixed	46
Other	2

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 6, Mottram In Longdendale, Hyde.

Religion (all people)

Christian	2931
Muslim	20
Jewish	3
Hindu	7
Sikh	1
Buddhist	11
Other religion	15
No religion	1105
Religion not stated	296

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	466
Day-to-day activities limited a little	494
Day-to-day activities not limited	3429
Day-to-day activities limited a lot: Age 16 to 64	216
Day-to-day activities limited a little: Age 16 to 64	248
Day-to-day activities not limited: Age 16 to 64	2328
Very good health	2030
Good health	1391
Fair health	638
Bad health	257
Very bad health	73
Provides no unpaid care	3857
Provides 1 to 19 hours unpaid care a week	335
Provides 20 to 49 hours unpaid care a week	72
Provides 50 or more hours unpaid care a week	125

Leaflet Distribution Work Targeting

Knowing if the target audience in SK14 6 Mottram In Longdendale,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 Mottram In Longdendale,Hyde relating to employment and work.

Economically active

Employee: Part-time	397
Employee: Full-time	1259
Self-employed with employees: Part-time	15
Self-employed with employees: Full-time	70
Self-employed without employees: Part-time	82
Self-employed without employees: Full-time	162
Unemployed	130
Full-time student	49

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	513
Level 2 qualifications	535
Apprenticeship	148
Level 3 qualifications	399
Level 4 qualifications and above	940
No qualifications	936
Other qualifications	143



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