

## SK14 8 – Hollingworth, 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 2878

Males	1423
Females	1455
Aged 0 to 15	500
Aged 16 to 74	2182
Age 75 and over	196

### Profile

#### Marital status (all people aged 16 and over)

Single (never married)	764
Married	1131
In a registered same-sex civil partnership	13
Separated	75
Divorced	246
Widowed	149

#### Composition (all households)

One person households	412
Married couple households	444
Cohabiting couple households	132
Lone parent households: with dependent children	99
Lone parent households: with non-dependent children only	51
All other households	44

# Leaflet Distribution Ethnicity and Religion Targeting

People in Hollingworth, 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	2816
Black	15
Asian	25
Arab	0
Mixed	21
Other	1

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 8, Hollingworth, Hyde.

## Religion (all people)

Christian	1882
Muslim	24
Jewish	2
Hindu	2
Sikh	1
Buddhist	3
Other religion	20
No religion	783
Religion not stated	161

## 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	284
Day-to-day activities limited a little	272
Day-to-day activities not limited	2322
Day-to-day activities limited a lot: Age 16 to 64	158
Day-to-day activities limited a little: Age 16 to 64	138
Day-to-day activities not limited: Age 16 to 64	1594
Very good health	1320
Good health	975
Fair health	403
Bad health	145
Very bad health	35
Provides no unpaid care	2526
Provides 1 to 19 hours unpaid care a week	220
Provides 20 to 49 hours unpaid care a week	50
Provides 50 or more hours unpaid care a week	82

## Leaflet Distribution Work Targeting

**Knowing if the target audience in SK14 8 Hollingworth,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 Hollingworth,Hyde relating to employment and work.**

### Economically active

Employee: Part-time	288
Employee: Full-time	861
Self-employed with employees: Part-time	12
Self-employed with employees: Full-time	42
Self-employed without employees: Part-time	43
Self-employed without employees: Full-time	122
Unemployed	84
Full-time student	50

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	321
Level 2 qualifications	419
Apprenticeship	88
Level 3 qualifications	324
Level 4 qualifications and above	585
No qualifications	560
Other qualifications	81



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