

M33 2 - Sale East, Sale

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 12890

Males	6312
Females	6578
Aged 0 to 15	2489
Aged 16 to 74	9232
Age 75 and over	1169

Profile

Marital status (all people aged 16 and over)

Single (never married)	3538
Married	4843
In a registered same-sex civil partnership	26
Separated	257
Divorced	896
Widowed	841

Composition (all households)

One person households	1691
Married couple households	1840
Cohabiting couple households	593
Lone parent households: with dependent children	387
Lone parent households: with non-dependent children only	223
All other households	350

Leaflet Distribution Ethnicity and Religion Targeting

People in Sale East, Sale 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	11764
Black	160
Asian	596
Arab	76
Mixed	248
Other	46

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 M33 2, Sale East, Sale.

Religion (all people)

Christian	8363
Muslim	315
Jewish	33
Hindu	162
Sikh	13
Buddhist	41
Other religion	56
No religion	3124
Religion not stated	783

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	1086
Day-to-day activities limited a little	1200
Day-to-day activities not limited	10604
Day-to-day activities limited a lot: Age 16 to 64	438
Day-to-day activities limited a little: Age 16 to 64	565
Day-to-day activities not limited: Age 16 to 64	7189
Very good health	6355
Good health	4199
Fair health	1631
Bad health	541
Very bad health	164
Provides no unpaid care	11579
Provides 1 to 19 hours unpaid care a week	855
Provides 20 to 49 hours unpaid care a week	168
Provides 50 or more hours unpaid care a week	288

Leaflet Distribution Work Targeting

Knowing if the target audience in M33 2 Sale East, Sale 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 Sale East, Sale relating to employment and work.

Economically active

Employee: Part-time	1266
Employee: Full-time	4066
Self-employed with employees: Part-time	28
Self-employed with employees: Full-time	177
Self-employed without employees: Part-time	224
Self-employed without employees: Full-time	429
Unemployed	352
Full-time student	247

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1307
Level 2 qualifications	1638
Apprenticeship	390
Level 3 qualifications	1171
Level 4 qualifications and above	3429
No qualifications	2071
Other qualifications	395



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