

M33 3 - Brooklands,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 12249

Males	6048
Females	6201
Aged 0 to 15	2241
Aged 16 to 74	8890
Age 75 and over	1118

Profile

Marital status (all people aged 16 and over)

Single (never married)	2967
Married	5340
In a registered same-sex civil partnership	32
Separated	178
Divorced	763
Widowed	728

Composition (all households)

One person households	1718
Married couple households	2049
Cohabiting couple households	453
Lone parent households: with dependent children	210
Lone parent households: with non-dependent children only	152
All other households	285

Leaflet Distribution Ethnicity and Religion Targeting

People in Brooklands, 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	10957
Black	128
Asian	799
Arab	66
Mixed	238
Other	61

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 3, Brooklands, Sale.

Religion (all people)

Christian	7910
Muslim	265
Jewish	43
Hindu	263
Sikh	26
Buddhist	72
Other religion	34
No religion	2847
Religion not stated	789

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	787
Day-to-day activities limited a little	1013
Day-to-day activities not limited	10449
Day-to-day activities limited a lot: Age 16 to 64	272
Day-to-day activities limited a little: Age 16 to 64	438
Day-to-day activities not limited: Age 16 to 64	7073
Very good health	6560
Good health	3912
Fair health	1305
Bad health	380
Very bad health	92
Provides no unpaid care	10975
Provides 1 to 19 hours unpaid care a week	934
Provides 20 to 49 hours unpaid care a week	122
Provides 50 or more hours unpaid care a week	218

Leaflet Distribution Work Targeting

Knowing if the target audience in M33 3 Brooklands,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 Brooklands,Sale relating to employment and work.

Economically active

Employee: Part-time	1244
Employee: Full-time	4067
Self-employed with employees: Part-time	31
Self-employed with employees: Full-time	195
Self-employed without employees: Part-time	221
Self-employed without employees: Full-time	432
Unemployed	250
Full-time student	246

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	955
Level 2 qualifications	1477
Apprenticeship	305
Level 3 qualifications	1078
Level 4 qualifications and above	4532
No qualifications	1321
Other qualifications	340



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