

M33 4 – Woodhouses, 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 14234

Males	6973
Females	7261
Aged 0 to 15	2972
Aged 16 to 74	10215
Age 75 and over	1047

Profile

Marital status (all people aged 16 and over)

Single (never married)	3454
Married	5850
In a registered same-sex civil partnership	14
Separated	256
Divorced	947
Widowed	741

Composition (all households)

One person households	1604
Married couple households	2258
Cohabiting couple households	532
Lone parent households: with dependent children	449
Lone parent households: with non-dependent children only	198
All other households	290

Leaflet Distribution Ethnicity and Religion Targeting

People in Woodhouses, 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	12325
Black	321
Asian	977
Arab	124
Mixed	414
Other	73

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 4, Woodhouses, Sale.

Religion (all people)

Christian	9335
Muslim	549
Jewish	41
Hindu	230
Sikh	51
Buddhist	47
Other religion	27
No religion	3104
Religion not stated	850

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	1152
Day-to-day activities limited a little	1289
Day-to-day activities not limited	11793
Day-to-day activities limited a lot: Age 16 to 64	542
Day-to-day activities limited a little: Age 16 to 64	627
Day-to-day activities not limited: Age 16 to 64	7849
Very good health	7334
Good health	4468
Fair health	1645
Bad health	616
Very bad health	171
Provides no unpaid care	12667
Provides 1 to 19 hours unpaid care a week	1042
Provides 20 to 49 hours unpaid care a week	205
Provides 50 or more hours unpaid care a week	320

Leaflet Distribution Work Targeting

Knowing if the target audience in M33 4 Woodhouses,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 Woodhouses,Sale relating to employment and work.

Economically active

Employee: Part-time	1484
Employee: Full-time	4171
Self-employed with employees: Part-time	47
Self-employed with employees: Full-time	166
Self-employed without employees: Part-time	252
Self-employed without employees: Full-time	440
Unemployed	397
Full-time student	325

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	1507
Level 2 qualifications	1864
Apprenticeship	382
Level 3 qualifications	1353
Level 4 qualifications and above	3749
No qualifications	2024
Other qualifications	383



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