

## M33 5 - Harboro Road, 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 9763

Males	4751
Females	5012
Aged 0 to 15	1768
Aged 16 to 74	7027
Age 75 and over	968

### Profile

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

Single (never married)	2367
Married	4038
In a registered same-sex civil partnership	13
Separated	163
Divorced	754
Widowed	660

#### Composition (all households)

One person households	1282
Married couple households	1483
Cohabiting couple households	362
Lone parent households: with dependent children	273
Lone parent households: with non-dependent children only	177
All other households	209

# Leaflet Distribution Ethnicity and Religion Targeting

People in Harboro Road, 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	9024
Black	79
Asian	378
Arab	76
Mixed	168
Other	38

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 5, Harboro Road, Sale.

## Religion (all people)

Christian	6824
Muslim	255
Jewish	46
Hindu	79
Sikh	55
Buddhist	20
Other religion	15
No religion	1898
Religion not stated	571

## 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	910
Day-to-day activities limited a little	957
Day-to-day activities not limited	7896
Day-to-day activities limited a lot: Age 16 to 64	364
Day-to-day activities limited a little: Age 16 to 64	428
Day-to-day activities not limited: Age 16 to 64	5273
Very good health	4728
Good health	3166
Fair health	1306
Bad health	432
Very bad health	131
Provides no unpaid care	8642
Provides 1 to 19 hours unpaid care a week	752
Provides 20 to 49 hours unpaid care a week	120
Provides 50 or more hours unpaid care a week	249

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M33 5 Harboro Road,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 Harboro Road,Sale relating to employment and work.**

### Economically active

Employee: Part-time	1002
Employee: Full-time	2753
Self-employed with employees: Part-time	33
Self-employed with employees: Full-time	157
Self-employed without employees: Part-time	201
Self-employed without employees: Full-time	345
Unemployed	241
Full-time student	203

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	1047
Level 2 qualifications	1382
Apprenticeship	297
Level 3 qualifications	945
Level 4 qualifications and above	2403
No qualifications	1608
Other qualifications	313



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