

M33 6 - Belmont 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 6891

Males	3453
Females	3438
Aged 0 to 15	1366
Aged 16 to 74	4971
Age 75 and over	554

Profile

Marital status (all people aged 16 and over)

Single (never married)	1665
Married	2929
In a registered same-sex civil partnership	10
Separated	118
Divorced	437
Widowed	366

Composition (all households)

One person households	902
Married couple households	1149
Cohabiting couple households	292
Lone parent households: with dependent children	109
Lone parent households: with non-dependent children only	89
All other households	166

Leaflet Distribution Ethnicity and Religion Targeting

People in Belmont 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	6461
Black	64
Asian	203
Arab	16
Mixed	132
Other	15

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 6, Belmont Road, Sale.

Religion (all people)

Christian	4592
Muslim	98
Jewish	42
Hindu	45
Sikh	11
Buddhist	29
Other religion	29
No religion	1623
Religion not stated	422

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	445
Day-to-day activities limited a little	584
Day-to-day activities not limited	5862
Day-to-day activities limited a lot: Age 16 to 64	162
Day-to-day activities limited a little: Age 16 to 64	273
Day-to-day activities not limited: Age 16 to 64	3967
Very good health	3690
Good health	2151
Fair health	758
Bad health	237
Very bad health	55
Provides no unpaid care	6192
Provides 1 to 19 hours unpaid care a week	479
Provides 20 to 49 hours unpaid care a week	86
Provides 50 or more hours unpaid care a week	134

Leaflet Distribution Work Targeting

Knowing if the target audience in M33 6 Belmont 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 Belmont Road,Sale relating to employment and work.

Economically active

Employee: Part-time	688
Employee: Full-time	2259
Self-employed with employees: Part-time	17
Self-employed with employees: Full-time	118
Self-employed without employees: Part-time	138
Self-employed without employees: Full-time	242
Unemployed	141
Full-time student	134

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	578
Level 2 qualifications	786
Apprenticeship	175
Level 3 qualifications	682
Level 4 qualifications and above	2350
No qualifications	779
Other qualifications	175



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