

## M33 7 – Ashton-Upon-Mersey, 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 4447

Males	2208
Females	2239
Aged 0 to 15	762
Aged 16 to 74	3414
Age 75 and over	271

### Profile

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

Single (never married)	1592
Married	1371
In a registered same-sex civil partnership	16
Separated	77
Divorced	393
Widowed	236

#### Composition (all households)

One person households	802
Married couple households	571
Cohabiting couple households	349
Lone parent households: with dependent children	126
Lone parent households: with non-dependent children only	69
All other households	158

# Leaflet Distribution Ethnicity and Religion Targeting

People in Ashton-Upon-Mersey, 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	3946
Black	35
Asian	302
Arab	12
Mixed	134
Other	18

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 7, Ashton-Upon-Mersey, Sale.

## Religion (all people)

Christian	2575
Muslim	98
Jewish	8
Hindu	84
Sikh	6
Buddhist	35
Other religion	18
No religion	1374
Religion not stated	249

## 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	345
Day-to-day activities limited a little	377
Day-to-day activities not limited	3725
Day-to-day activities limited a lot: Age 16 to 64	157
Day-to-day activities limited a little: Age 16 to 64	205
Day-to-day activities not limited: Age 16 to 64	2794
Very good health	2270
Good health	1444
Fair health	488
Bad health	207
Very bad health	38
Provides no unpaid care	4060
Provides 1 to 19 hours unpaid care a week	262
Provides 20 to 49 hours unpaid care a week	53
Provides 50 or more hours unpaid care a week	72

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M33 7 Ashton-Upon-Mersey,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 Ashton-Upon-Mersey,Sale relating to employment and work.**

### Economically active

Employee: Part-time	403
Employee: Full-time	1843
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	52
Self-employed without employees: Part-time	76
Self-employed without employees: Full-time	152
Unemployed	99
Full-time student	80

## Leaflet Distribution Education Targeting

### All Levels

Level 1 qualifications	362
Level 2 qualifications	508
Apprenticeship	107
Level 3 qualifications	428
Level 4 qualifications and above	1568
No qualifications	582
Other qualifications	130



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