

M5 3 - Salford

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 5177

Males	2595
Females	2582
Aged 0 to 15	931
Aged 16 to 74	4070
Age 75 and over	176

Profile

Marital status (all people aged 16 and over)

Single (never married)	2651
Married	872
In a registered same-sex civil partnership	15
Separated	142
Divorced	345
Widowed	221

Composition (all households)

One person households	991
Married couple households	324
Cohabiting couple households	343
Lone parent households: with dependent children	317
Lone parent households: with non-dependent children only	115
All other households	389

Leaflet Distribution Ethnicity and Religion Targeting

Ethnicity - Largest ethnic group(s)

White	4301
Black	366
Asian	285
Arab	35
Mixed	158
Other	32

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector. Below is a breakdown of the faith diaspora in M5 3, Salford.

Religion (all people)

Christian	3073
Muslim	179
Jewish	7
Hindu	47
Sikh	5
Buddhist	27
Other religion	24
No religion	1507
Religion not stated	308

Leaflet Distribution Work Targeting

Knowing if the target audience in M5 3 Salford 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 Salford relating to employment and work.

Economically active

Employee: Part-time	433
Employee: Full-time	1686
Self-employed with employees: Part-time	8
Self-employed with employees: Full-time	29
Self-employed without employees: Part-time	42
Self-employed without employees: Full-time	101
Unemployed	251
Full-time student	219

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	563
Day-to-day activities limited a little	460
Day-to-day activities not limited	4154
Day-to-day activities limited a lot: Age 16 to 64	326
Day-to-day activities limited a little: Age 16 to 64	315
Day-to-day activities not limited: Age 16 to 64	3138
Very good health	2396
Good health	1620
Fair health	703
Bad health	365
Very bad health	93
Provides no unpaid care	4747
Provides 1 to 19 hours unpaid care a week	208
Provides 20 to 49 hours unpaid care a week	94
Provides 50 or more hours unpaid care a week	128

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	455
Level 2 qualifications	498
Apprenticeship	67
Level 3 qualifications	416
Level 4 qualifications and above	1238
No qualifications	1279
Other qualifications	293



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