

M5 4 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 5638

Males	2965
Females	2673
Aged 0 to 15	823
Aged 16 to 74	4585
Age 75 and over	230

Profile

Marital status (all people aged 16 and over)

Single (never married)	3043
Married	930
In a registered same-sex civil partnership	40
Separated	167
Divorced	405
Widowed	230

Composition (all households)

One person households	1277
Married couple households	349
Cohabiting couple households	361
Lone parent households: with dependent children	280
Lone parent households: with non-dependent children only	98
All other households	423

Leaflet Distribution Ethnicity and Religion Targeting

People in Ordsall, Salford 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	4721
Black	313
Asian	365
Arab	55
Mixed	141
Other	43

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 M5 4, Ordsall, Salford.

Religion (all people)

Christian	3197
Muslim	232
Jewish	12
Hindu	57
Sikh	7
Buddhist	48
Other religion	21
No religion	1732
Religion not stated	332

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	631
Day-to-day activities limited a little	493
Day-to-day activities not limited	4514
Day-to-day activities limited a lot: Age 16 to 64	368
Day-to-day activities limited a little: Age 16 to 64	346
Day-to-day activities not limited: Age 16 to 64	3597
Very good health	2552
Good health	1855
Fair health	741
Bad health	373
Very bad health	117
Provides no unpaid care	5219
Provides 1 to 19 hours unpaid care a week	205
Provides 20 to 49 hours unpaid care a week	74
Provides 50 or more hours unpaid care a week	140

Leaflet Distribution Work Targeting

Knowing if the target audience in M5 4 Ordsall, Salford are in work and can afford your product or service is key to any successful leaflet distribution. Below are the statistics we hold on individuals within Ordsall, Salford relating to employment and work.

Economically active

Employee: Part-time	463
Employee: Full-time	1735
Self-employed with employees: Part-time	3
Self-employed with employees: Full-time	28
Self-employed without employees: Part-time	54
Self-employed without employees: Full-time	125
Unemployed	293
Full-time student	378

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	524
Level 2 qualifications	578
Apprenticeship	82
Level 3 qualifications	630
Level 4 qualifications and above	1295
No qualifications	1321
Other qualifications	385



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