

## M5 5 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 4914

Males	2386
Females	2528
Aged 0 to 15	990
Aged 16 to 74	3610
Age 75 and over	314

### Profile

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

Single (never married)	1870
Married	1271
In a registered same-sex civil partnership	18
Separated	149
Divorced	350
Widowed	266

#### Composition (all households)

One person households	784
Married couple households	462
Cohabiting couple households	228
Lone parent households: with dependent children	294
Lone parent households: with non-dependent children only	96
All other households	224

# Leaflet Distribution Ethnicity and Religion Targeting

People in Albion Street, 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	4364
Black	173
Asian	243
Arab	8
Mixed	105
Other	21

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 5, Albion Street, Salford.

## Religion (all people)

Christian	3302
Muslim	95
Jewish	17
Hindu	15
Sikh	10
Buddhist	29
Other religion	15
No religion	1159
Religion not stated	272

## 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	673
Day-to-day activities limited a little	483
Day-to-day activities not limited	3758
Day-to-day activities limited a lot: Age 16 to 64	364
Day-to-day activities limited a little: Age 16 to 64	264
Day-to-day activities not limited: Age 16 to 64	2612
Very good health	2080
Good health	1619
Fair health	739
Bad health	365
Very bad health	111
Provides no unpaid care	4412
Provides 1 to 19 hours unpaid care a week	256
Provides 20 to 49 hours unpaid care a week	88
Provides 50 or more hours unpaid care a week	158

## Leaflet Distribution Work Targeting

**Knowing if the target audience in M5 5 Albion Street, 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 Albion Street, Salford relating to employment and work.**

### Economically active

Employee: Part-time	443
Employee: Full-time	1423
Self-employed with employees: Part-time	6
Self-employed with employees: Full-time	25
Self-employed without employees: Part-time	40
Self-employed without employees: Full-time	111
Unemployed	189
Full-time student	163

# Leaflet Distribution Education Targeting

## All Levels

Level 1 qualifications	552
Level 2 qualifications	565
Apprenticeship	123
Level 3 qualifications	506
Level 4 qualifications and above	684
No qualifications	1263
Other qualifications	231



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