

M6 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 8289

Males	4508
Females	3781
Aged 0 to 15	1111
Aged 16 to 74	6708
Age 75 and over	470

Profile

Marital status (all people aged 16 and over)

Single (never married)	4244
Married	1498
In a registered same-sex civil partnership	34
Separated	249
Divorced	727
Widowed	426

Composition (all households)

One person households	2253
Married couple households	527
Cohabiting couple households	438
Lone parent households: with dependent children	376
Lone parent households: with non-dependent children only	146
All other households	401

Leaflet Distribution Ethnicity and Religion Targeting

People in Seedley, 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	6939
Black	554
Asian	440
Arab	73
Mixed	238
Other	45

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 M6 5, Seedley, Salford.

Religion (all people)

Christian	4862
Muslim	347
Jewish	18
Hindu	63
Sikh	1
Buddhist	59
Other religion	48
No religion	2336
Religion not stated	555

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	1093
Day-to-day activities limited a little	966
Day-to-day activities not limited	6230
Day-to-day activities limited a lot: Age 16 to 64	677
Day-to-day activities limited a little: Age 16 to 64	655
Day-to-day activities not limited: Age 16 to 64	4853
Very good health	3408
Good health	2633
Fair health	1373
Bad health	676
Very bad health	199
Provides no unpaid care	7610
Provides 1 to 19 hours unpaid care a week	325
Provides 20 to 49 hours unpaid care a week	136
Provides 50 or more hours unpaid care a week	218

Leaflet Distribution Work Targeting

Knowing if the target audience in M6 5 Seedley,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 Seedley,Salford relating to employment and work.

Economically active

Employee: Part-time	679
Employee: Full-time	2156
Self-employed with employees: Part-time	7
Self-employed with employees: Full-time	32
Self-employed without employees: Part-time	57
Self-employed without employees: Full-time	155
Unemployed	513
Full-time student	546

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	925
Level 2 qualifications	947
Apprenticeship	172
Level 3 qualifications	1029
Level 4 qualifications and above	1379
No qualifications	2271
Other qualifications	455



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